

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
Semester: I
Syllabus with effect from: JUNE 2018

Paper Code: UM01ABBI21	Total Credits: 3
Title Of Paper: Communication Skills for Management - I	

Unit	Description in Detail	Weightage
Text: A collection of short stories Name of the Text: Contemporary Short Stories. Selected and Edited by L. A. Hill (OXFORD) (Five selected Short Stories)		
1	Text-based short answer questions (Three questions of (05 marks) each may be asked)	25%
2	Grammar: Tenses, Voice, Modals (The three components may carry 03+03+04 marks) Paragraph Writing: Expansion of an Idea (Any one out of two)	17% 8%
3	Vocabulary: Phrasal Verbs, Synonyms/Antonyms (The three components may carry 05 marks each) Common Idioms, One Word Substitutes, Word formation (use of prefixes, suffixes, etc.) The three components may carry 05 marks each)	25%
4	Introducing Business Communication: Concept, Definition and Attributes of Communication Importance of Communication in Business The Process of Communication (Communication Cycle) (One general question (10 marks) and one short note (05 marks) may be asked)	25%

Basic Text & Reference Books:-

- Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
- Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
- Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
- Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
- Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
- Modern Commercial Communication – BS Shah Publication, Ahmedabad
- Cambridge International Dictionary of Phrasal Verbs – Cambridge University Press
- Effective Business Communication – MV Rodriques (Concept Publishing House)
- A Teacher’s Grammar of English – KR Narayanaswamy (Orient Longman)
- Practical English Grammar - AJ Thomson & MV Martinet (ELBS)
- Contemporary English Grammar Structures & Composition – David Green (Macmillan)