

SARDAR PATEL UNIVERSITY
Programme: BBA (ITM)
Semester: I
SYLLABUS WITH EFFECT FROM: JUNE 2019

Paper Code: UM01ABBI51	Total Credit:3
Title of Paper: COMMUNICATION SKILLS FOR MANAGEMENT – I	

Unit	Description in Detail	Weightage (%)
I	<p>Text: A collection of short stories Name of the Text: Contemporary Short Stories Ed. L. A. Hill (Oxford University Press)</p> <ol style="list-style-type: none"> 1. The Wolves of Cernogratz by Saki 2. The Hal- Mile by T.O. Beachcroft 3. Locomotive 38 by William Saroyan 4. Uneasy Homecoming by Will F. Jenkins 5. The Trust Property by Rabindranath Tagore <p>Only Text-based short answer questions (No Thematic) (Three questions of (05 marks) each may be asked)</p>	<p>25% (15 Marks)</p>
II	<p>A. Grammar: Tenses, Voice – (Only Tense Based), Modals (Fill in the blank type with options in bracket) Objective Type Questions May be Asked (The three components may carry 03+03+04 marks)</p> <p>B. Paragraph Writing: Expansion of an Idea (Based on Students' Experience and General Topics)</p>	<p>17% (10 Marks)</p> <p>08% (05 Marks)</p>
III	<p>Vocabulary:</p> <p>A. Phrasal Verbs, Synonyms/Antonyms (<i>TC-5 of Essentials of Business communication by Pal & Korlahalli</i>) (The three components may carry 05 marks each)</p> <p>B. Common Idioms(Annexure 1) One Word Substitutes (Annexure 2), Word formation (use of prefixes, suffixes, etc.) <i>TC-5 of Essentials of Business communication by Pal & Korlahalli</i> (The three components may carry 05 marks each)</p>	<p>17% (10 Marks)</p> <p>08% (05 Marks)</p>
IV	<p>Introducing Business Communication:</p> <ul style="list-style-type: none"> • Concept, Definition and Attributes of Communication • Importance of Communication in Business • The Process of Communication (Communication Cycle) • Importance of Feedback <p>(One general question (10 marks) and one short note (05 marks) may be asked)</p>	<p>25% (15 Marks)</p>

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)
- Effective Business Communication – M V Rodrigues (Concept Publishing House)
- Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)
- Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)