



Programme: BBA (ITM) Semester: I

Course Code	UM01ABBI71	Title of the Course	Communication Skills for Management - I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"> <li>• To make the learner proficient in the use of the English language.</li> <li>• To develop the skills of independent reading and writing with comprehension.</li> <li>• To introduce learner is to the basic concepts of business communication.</li> </ul>
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<b>Course Content</b>		
	Description	Weightage
1.	<p><b>Text:</b> A collection of short stories  <b>Name of the Text:</b> Contemporary Short Stories Ed. L. A. Hill (Oxford University Press)</p> <ol style="list-style-type: none"> <li>1. The Happy Prince by Oscar Wilde</li> <li>2. A Horseman in the Sky by Ambrose Bierce</li> <li>3. The Wolves of Cernogratz by Saki</li> <li>4. The Half Mile by T.O. Beachcroft</li> <li>5. The Mark of Vishnu by Khushwant Singh</li> </ol> <p>(Three text-based descriptive questions may be asked)</p>	25%
2.	<p><b>A. Grammar:</b> Tenses (present simple, present progressive (continuous), present perfect, past simple, past progressive, past perfect, future tense simple); Voice; Modal Auxiliaries (can could, will, would, shall, should, may, might, must, dare, need, ought to, used to) (Objective type questions may be asked (17%))</p> <p><b>B. Paragraph Writing:</b> (Based on students' experience and general topics) 08%</p>	25%
3.	<p><b>Vocabulary:</b></p> <p><b>A.</b> Phrasal Verbs, Synonyms/Antonyms</p> <p><b>B.</b> Common Idioms; One Word Substitutes; Word formation (use of prefixes, suffixes, etc.)</p> <p>(For the above Unit, please refer to Page Nos. EE-1 to EE-50 of the book <b>Essentials of Business Communication</b> by Rajendra Pal &amp; J S</p>	25%





	Korlahalli by Sultan Chand and Sons Edition Reprint 2013	
4.	<b>Introducing Business Communication:</b> <ul style="list-style-type: none"><li>• Concept, Definitions and Attributes of Communication</li><li>• Importance of Communication in Business</li><li>• The Process of Communication (Communication Cycle)</li><li>• Feedback and its Importance in Communication</li></ul> (General questions/short notes may be asked)	25%

Teaching-Learning Methodology	<b>Learner-centred Instructional methods</b> Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation Pattern	Weightage (%)
1.	Internal (Written)	15
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	15
3.	University Examination	70

<b>Course Outcomes:</b> After completion of the course, the learner	
1.	<ul style="list-style-type: none"><li>• Acquires basic proficiency in English language</li><li>• Has command over communicative use of English language</li><li>• Thinks independently in English and acquires independent writing skills with enriched vocabulary</li><li>• Understands basic concepts of business communication.</li></ul>





Sr. No.	References
	<ul style="list-style-type: none"><li>• Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand &amp; Sons)</li><li>• Principles and Practice of Business Communication – Rhoda A Doctor &amp; Aspi H Doctor (AR Sheth &amp; Company, Mumbai)</li><li>• Business Communication – US Rai &amp; SM Rai (Himalaya Publishing House, Mumbai)</li><li>• Developing Communication Skills – Krishna Mohan &amp; Meera Benerji (Macmillan)</li><li>• Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)</li><li>• Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)</li><li>• Effective Business Communication – M V Rodriques (Concept Publishing House)</li><li>• Writing with a purpose – Champa Tickoo and Jaya Sasikumar (Oxford University Press, Mumbai)</li><li>• Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)</li><li>• Communication Skills – Sanjay Kumar &amp; Pushp Lata (OUP)</li></ul>

On-line resources to be used as and when required.

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