

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: DECEMBER 2018

Paper Code: UM02ABBI21	Total Credits: 3
Title Of Paper: Communication Skills for Management - II	

Unit	Description in Detail	Weightage
Text: A short novel or a play – Unabridged (not more than 125 pages) Name of the Text: All my Sons – by Arthur Miller (OUP)		
1	Text-based essay type questions / short notes (One essay type question (10 marks) and one short note (05 marks) may be asked)	25%
2	Communication: Objectives of Communication Modern forms of Communicating (Fax, E-mail, Internet and Video Conferencing) Business Correspondence: Structure/Format/Layout of a business letter (regular parts/occasional parts; essentials/qualities of an effective business letter – correctness, conciseness, clarity, courtesy, ‘You’ attitude) (Two short notes may be asked from each component)	13% 12%
3	Inquiry Letters and Replies to Inquiries: Letters concerning catalogues, prices, quotations, samples demonstrations, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc. (One letter may be asked)	25%
4	Placing of Orders: Placing of Orders: Letters concerning trial orders, routine orders, postponing the orders, reserving the right to reject the goods, requests for changes in orders already placed, orders with conditions attached, and cancellation of orders. Execution of Orders: Letters concerning delay in execution of orders, request for extension of time in delivery of goods, partial execution of orders, declining the orders, offering substitute goods, cancellation of orders. (One letter may be asked)	25%
Practical (Basic Language Skills)		
I	Listening Comprehension	33%
II	Oral Expression	33%
III	Review Writing (Two Short Stories /One-Act Plays)	34%

Evaluation Scheme

- The examination will be conducted in two parts: Written and Practical (Oral-Aural). Both will carry equal weighting (marks) internal as well as external examination in the ratio of 60:40.
- The Written Examination will be of two hours duration and carry 60 marks.
- Oral – Aural (Practical) Examination will comprise: Listening Comprehension; Oral Expression; Answering questions on Short Stories / One-Act Plays reviewed.

- The total number of marks obtained by a candidate out of 120 i.e. the total of written and aural – oral examination shall be divided by two so as to get marks out of 60 at the external examination.

Basic Text & Reference Books:- (Theory)

- 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
- Effective Business Communication – MV Rodriques (Concept Publishing House)

Basic Text & Reference Books: - (Practical)

- Keep up your English BBC (Audio)
- Spoken English – a self learning guide to conversation practice (Audio) by V Sasikumar, PV Dhamija. (Published by Tata McGraw Hill Publishing Co. Ltd.)
- English Conversation Practice – G Taylor (TMH Edition, Tata McGraw Hill, New Delhi).