

SARDAR PATEL UNIVERSITY
Programme: BBA (ITM)
Semester: II
Syllabus with Effect from: Nov./ Dec., 2018

Theory

Paper Code: UM02ABBI51	Total Credit: 3
Title of Paper: COMMUNICATION SKILLS FOR MANAGEMENT – II	

Unit	Description in detail	Weighting (%)
I	Text: All my Sons – by Arthur Miller (OUP) Text-based essay type questions / short notes (One essay type question (10 marks) and one short note (05 marks) may be asked.	25% (15 Marks)
II	A. Communication Objectives of Communication : Information, Advice, Suggestion, Order, Persuasion, Education, Warning, Raising Morale, Motivation) Modern forms of Communicating (Fax, E-mail, Internet and Video Conferencing) B. Business Correspondence: Structure/Format/Layout of a business letter (regular parts – Letterhead, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature, Enclosure) /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% (08 Marks)
III	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% (15 Marks)
IV	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% (15 Marks)

Practical

Unit	Description in detail	Weighting (%)
I	Listening Comprehension	33% (20 Marks)
II	Oral Expression	33% (20 Marks)
III	Review Writing (Two Short Stories/One-Act Plays)	34% (20 Marks)

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.