



Bachelor of Business Administration
BBA (ITM) Semester: II

Course Code	UM02ABBI71	Title of the Course	Communication Skills for Management-- II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">To further acquaint the learner with creative use of the English language.To introduce the learner to the objectives of business communication and the modern forms of communicating.To improve proficiency in business communication in the areas of inquiries and orders is also developed.
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Course Content		
	Description	Weightage
1.	<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">The Halfyard Ham by A. E. CoppardLocomotive 38 by William SaroyanThe Ghost Ship by R B MiddletonUneasy Homecoming by Will F. JenkinsThe Trust Property by Rabindranath Tagore (Three text-based descriptive questions may be asked)	25%
2.	<p>A. Communication Objectives of Communication: (Information, Advice, Order, Counselling, Motivation, Suggestion, Persuasion, Education, Warning, Raising Morale) Modern forms of Communicating: (E-mail, Internet and Video Conferencing)</p> <p>B. Business Correspondence: Structure/Format/Layout of a business letter</p> <ul style="list-style-type: none">Regular parts- (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature, Enclosures)	25%





	<ul style="list-style-type: none">Occasional parts-(Reference No., Attention line, Carbon copy notation, Identification mark)Essentials/qualities of an effective business letter - Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration) (General questions/short notes may be asked)	
3.	Inquiry Letters and Replies to Inquiries: <ul style="list-style-type: none">Letters concerning catalogues, prices, quotations, samples, discounts, credit, mode of delivery, package, concessions, terms of sale, mode of payment, transportation, etc.Firm OfferVoluntary Offer (One letter may be asked)	25%
4.	Placing of Orders and Execution of Orders: <ul style="list-style-type: none">Placing of a regular OrderExecution of an OrderAsking for extension of time to execute the OrderOffering substitute goodsCancellation of an Order (Owing to delay in delivery of the goods)	25%

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





Course Outcomes: After completion of the course, the learner

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| 1. | <ul style="list-style-type: none">• Appreciates creative English and imbibes core values that build strength of character• Understands and acquires basic structural knowledge of business communication• Drafts various formal business letters• Communicates effectively, both orally and in writing. |
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Sr. No.	References
	<ul style="list-style-type: none">• 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 Rodriques (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)

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

