

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA LLB
Semester: II
Syllabus with Effect from: June - 2010

Paper Code: IL - 202	Total Credit:
Title Of Paper: Business Communication	

Unit	Description in Detail	Weightage (%)
I	Introduction Business Communication : Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience Analysis.	
II	Self-Development and Communication : Development of positive personal attitudes; SWOT analysis; Vite's model of interdependence; Whole communication.	
III	Corporate Communication : Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication. Practices in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing. Principles of Effective Communication.	
IV	Writing Skills : Planning business messages; Rewriting and edition; The first draft; Reconstructing the final draft; Business letters and memo formats Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.	
V	Report Writing : Introduction to a proposal, short report and formal report, report preparation. Oral Presentation : Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentations skills.	
VI	Non-Verbal Communication : Body languages : meaning	
VII	Effective Listening : Principles of effective listening; Factors affecting listening exercises.	
VIII	Modern Forms of Communicating : Fax; E-mail; Video conferencing; etc.	

Basic Text & Reference Books:-

- Monipally: Business Communication, Tata McGraw Hill
- Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmillan
- Madhukar : Business Communications; Vikas Publishing House
- Rai & Rai: Business Communication, Himalaya Publishing
- Kaul : Business Communication; Prentice Hall
- Sengun J : Business Communication; Allied Publishers
- Robinson, Netrakanti and shintre : Communicative Competence in Business English; Orient Longman

