



## B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June – 2024

### Bachelor of Business Administration BBA (General)

#### Semester - I

<b>Course Code</b>	<b>UM01AEBBA01</b>	<b>Title of the Course</b>	<b>Communication Skills for Management - I</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per week</b>	<b>02</b>

<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1) To help the learner to develop the ability to listen attentively, understand different perspectives, and respond appropriately.</li><li>2) To develop clear and concise verbal and written communication skills that are appropriate for different situations, audiences and contexts.</li><li>3) To make the learner proficient in the use of the English language.</li><li>4) To develop the skills of independent reading and writing with comprehension.</li><li>5) To introduce the learner to the basic concepts of business communication.</li></ol>
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<b>Course Content</b>		
<b>Unit No.</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<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> <ul style="list-style-type: none"><li>• The Happy Prince by Oscar Wilde</li><li>• The Mark of Vishnu by Khushwant Singh</li><li>• The Halfyard Ham by A. E. Coppard</li><li>• Uneasy Homecoming by Rabindranath Tagore</li><li>• The Trust Property by Rabindranath Tagore</li></ul> <p>(Three text-based descriptive questions may be asked)</p>	<b>50%</b>



<b>2.</b>	<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>• Talk Tactics</li> <li>• The Ten Commandments of Effective Communication</li> </ul> (General questions/short notes may be asked)	<b>50%</b>
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<b>Teaching-Learning Methodology</b>	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
<b>1.</b>	Internal Written / MCQ (As per CBCS R.6.8.3)	<b>30%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	<b>20%</b>
<b>3.</b>	Final Examination	<b>50%</b>

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
<b>1.</b>	Communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
<b>2.</b>	Build positive and productive relationships with colleagues and stakeholders through active listening, empathy, and conflict resolution.
<b>3.</b>	Demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
<b>4.</b>	Present themselves professionally through effective communication, including dress, body language, and etiquette.



**Suggested References:**

<b>Sr. No.</b>	<b>References:</b>
<b>1.</b>	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
<b>2.</b>	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
<b>3.</b>	Business Communication – U S Rai & S M Rai (Himalaya Publishing House, Mumbai)
<b>4.</b>	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
<b>5.</b>	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition)
<b>6.</b>	Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
<b>7.</b>	Effective Business Communication – M V Rodrigues (Concept Publishing House)
<b>8.</b>	Business Communication – Meenakshi Raman & Prakash Singh (Oxford University Press)
<b>9.</b>	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)

On-Line Resources to be used as and when required.

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