



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 December - 2024

Bachelor of Business Administration (General)

Semester – II

Course Code	UM02AEBBA01	Title of the Course	Communication Skills for Management - II
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none"> 1) To equip students with the skills they need to communicate effectively as managers. This includes skills such as public speaking, presenting, writing, and listening. 2) To develop analytical and reasoning skills in students to help them better understand and communicate complex ideas. 3) To familiarize the students with ethical and legal aspects of Business Writing. 4) To develop the ability to communicate effectively through written language 5) To enhance creativity and the ability to express ideas in a clear and concise manner.
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Course Content		
Unit No.	Description	Weightage (%)
1)	Public Speaking and Oral Presentation: Preparatory Steps, Structuring the Contents, Audience Awareness, Modes of delivery, Vocal Aspects, Time Management, Handling Questions, Meeting Unexpected Situations, Do's and Don'ts, Speeches for Special Occasions, Evaluating Speech and Oral Presentation	50%
2)	Ethical and Legal Aspects of Business Communication: A) Ethical Aspects of Business Communication: <ul style="list-style-type: none"> • Introduction to Communication Ethics • How to Make Ethical Choices • Common Ethical Pitfalls in Communication • Guidelines for Ethical Communication 	50%



	B) Legal Aspects of Business Communication: <ul style="list-style-type: none"> • Defamation: Definition & Defamatory Terms • Invasion of Privacy- Using a Person’s Identity • Physical Surveillance of Records • Fraud- Elements of Fraud 	
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Teaching-Learning Methodology	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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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1)	Class Test (at least one)	15 (30%)	10 (40%)
2)	Quiz (at least one)	15 (30%)	05 (20%)
3)	Active Learning	05 (10%)	----
4)	Home Assignment	05 (10%)	05 (20%)
5)	Class Assignment	05 (10%)	----
6)	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Develop an understanding of the theories and principles of communication in a management context.
2)	Develop skills in active listening and empathetic communication to better understand and respond to stakeholders' needs and concerns.
3)	Appreciate creative English and imbibe core values that build strength of character
4)	Communicate effectively, both orally and in writing.
5)	Understand and acquire basic structural knowledge of business communication

Sr. No.	Suggested References:
1)	Essentials of Business Communication - Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2)	Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3)	Business Communication - US Rai & SM Rai (Himalaya Publishing House, Mumbai)



4)	Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)
5)	Effective Business Communication- Asha Kaul (Prentice Hall-Economy Edition)
6)	Business Communication - Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7)	Effective Business Communication-M V Rodriques (Concept Publishing House)
8)	Business Communication - Meenakshi Raman & Prakash Singh (Oxford University Press)
9)	Business Communication and Report Writing -RP Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)

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

Sr. No.	Name of Course	Committee	Signature
1)	Communication Skills for Management - II	Smt. R. N. Vora, BJVM College (Convener)	
2)		Dr. Hemlata Varde, BJVM College	