



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 – 2026

Bachelor of Business Administration (B.B.A.) (General)

Semester – I

Course Code	UMB1AECSM01	Title of the Course	Communication Skills for Management – I
Total Credits of the Course	02	Hours per week	02

Course Learning Outcomes: Having completed this course, the learners will be able to

CLO 1	Analyze short stories and create well-organized responses using appropriate skills to communicate ideas effectively and confidently.
CLO 2	Explain, illustrate, and examine key communication concepts and processes with appropriate examples.

Course Content

Unit No.	Description	Weightage (%)	CLO(s)
1.	Text: A collection of short stories Name of the Text: Contemporary Short Stories Ed. L. A. Hill (Oxford University Press) - The Happy Prince by Oscar Wilde - The Mark of Vishnu by Khushwant Singh - The Halfyard Ham by A.E. Coppard - Uneasy Homecoming by Will F. Jenkins - The Trust Property by Rabindranath Tagore (Text-based descriptive questions may be asked)	50%	CLO 1
2.	Introducing Business Communication: - Concept, Definitions and Attributes of Communication - Objectives of Communication - Importance of Communication in Business - The Process of Communication (Communication Cycle) - Talk Tactics - The Ten Commandments of Effective Communication (General questions may be asked)	50%	CLO 2

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	25 Marks (%)
1	Class Test (at least one)	10(40%)
2	Quiz (at least one)	05(20%)
3	Active Learning	-
4	Home Assignment	05(20%)
5	Class Assignment	-
6	Attendance	05(20%)
Total Internal (%)		25(100%)
Final Examination (%)		25(100%)

Notes:

- ❖ Multiple Choice Questions will be based on Bloom's Taxonomy Level 1 & 2.
- ❖ Class test and written examination questions will be based on various levels of Bloom's Taxonomy.

CLO-PLO Matrix (Course Learning Outcomes-Programme Learning Outcomes)

CLO	PLO										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO 1	1	2	2	3	1	2	1	---	2	---	1
CLO 2	2	3	2	3	2	1	1	---	1	---	1

(Scale: 3: Strong, 2: Moderate, 1: Low, ---: No Correlation)

Suggested Learning Material Books:

Sr. No.	Title	Author(s)	Year / Edition	Publisher
1	Contemporary Short Stories	L. A. Hill	2009, Revised Edition	Oxford University Press
2	Essentials of Business Communication	Rajendra Pal & J. S. Korlahalli	2012, 10th Edition	Sultan Chand & Sons
3	Principles and Practice of Business Communication	R. A. Doctor & A. H. Doctor	2010, 1st Edition	A. R. Sheth & Company
4	Business Communication	U. S. Rai & S. M. Rai	2016, Revised Edition	Himalaya Publishing House
5	Developing Communication Skills	Krishna Mohan & Meera Banerji	2013, 2nd Edition	Macmillan India Ltd.
6	Effective Business Communication	Asha Kaul	2015, 2nd Edition	Prentice Hall (Pearson Education)
7	Business Communication	Asha Kaul	2009, 1st Edition	Prentice Hall of India Pvt. Ltd.
8	Effective Business Communication	M. V. Rodrigues	2001, 1st Edition	Concept Publishing Company
9	Writing with a Purpose	M. L. Tickoo & J. Sasikumar	2004, Revised Edition	Oxford University Press

10	Business Communication and Report Writing	R. P. Sharma & Krishna Mohan	2002, 1st Edition	Tata McGraw Hill Education
11	Communication Skills	Sanjay Kumar & Pushplata	2011, 1st Edition	Oxford University Press

Online Resources (Open Sources)

Sr. No.	Description of Resource	Web Link
1	American Literature – Short Stories for Students (Free collection of classic and contemporary short stories for reading comprehension, language learning, and literary analysis.)	https://americanliterature.com
2	BBC Learning English – Vocabulary and Grammar Lessons (Interactive learning resources for English grammar, vocabulary, pronunciation, listening, speaking, and business communication.)	https://www.bbc.co.uk/learningenglish
3	Project Gutenberg – Free eBooks of Classic Literature (A digital library providing free access to classic literary works, novels, short stories, and reference books.)	https://www.gutenberg.org
4	SWAYAM – Effective Business Communication (IIM Bangalore) (Online course covering professional communication, presentations, interpersonal communication, report writing, and workplace communication skills.)	https://onlinecourses.swayam2.ac.in/imb21_mg55/preview
5	SWAYAM – Business Communication (JAIN University) (Online course focusing on business communication, written correspondence, presentations, and communication strategies.)	https://onlinecourses.swayam2.ac.in/imb24_mg111/preview
6	SWAYAM – Communication and Business Correspondence (Savitribai Phule Pune University) (Online course covering business letters, reports, official correspondence, and professional communication practices.)	https://onlinecourses.swayam2.ac.in/cec24_cm06/preview