



## **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 2025**

**Bachelor of Business Administration (General)**

### **Semester – IV**

<b>Course Code</b>	<b>UM04AEBBA01</b>	<b>Title of the Course</b>	<b>Corporate Communication-II</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 identify and understand the major barriers to communication such as physical, semantic, and socio-psychological obstacles that affect the flow of messages in commercial contexts.</li><li>2) To explore the impact of these barriers on effective communication and explore strategies to minimize or overcome them for better professional interaction.</li><li>3) To expose the learners to creative writing in English with a view to enhancing their ability to use the language for practical and professional purposes.</li><li>4) To acquaint the learners with the principles, formats, and conventions of drafting individual and committee reports in business contexts.</li></ol>
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<b>Course Content</b>		
<b>Unit No.</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Barriers to Effective Communication:</b> Physical Barriers, Semantic Barriers, Socio-Psychological Barriers	<b>50%</b>
<b>2</b>	<b>Business Reports:</b> Drafting of Individual and Committee Reports on the following topics: <ul style="list-style-type: none"><li>• Selection of Site (Feasibility Report)</li><li>• Labour and Personnel Problems</li><li>• Decline in Sales</li><li>• Fire and Accidents</li></ul>	<b>50%</b>



<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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#### 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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>Final Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Identify and explain the major barriers to communication—physical, semantic, and socio-psychological—that hinder the effective flow of messages in commercial contexts.
2)	Examine the impact of communication barriers and apply strategies to minimize or overcome them for improved professional interaction.
3)	Understand the principles, formats, and conventions of individual and committee reports.
4)	Draft clear, concise, and well-structured business reports.

Sr. No.	Suggested References:
1)	Essentials of Business Communication – Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
2)	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3)	Business Communication – U S Rai & S M 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 and Report Writing – R P Sharma and Krishna Mohan (Tata McGraw Hill 2002)
9)	Contemporary Business Communication – Scot Ober (Briztantra)
10)	Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
11)	Communication for Business: A Practical Approach – Shirley Taylor (Pearson Education)

**On-Line Resources to be as and when required:**