

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺**' UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Bachelor of Business Administration (BBA-General)

Semester - I

Course Code	UM1AEBBA01	Title of the Course	Communication Skills for Management - I
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To introduce learner to the basic concepts of business communication
	2. To enable learner to get proficiency in the use of English language
	3. To help learners to overcome barriers in the use of English language
	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 through writing.

Course Content

Unit	Description	Weightage (%)
1.	(A) <u>Text: A collection of short stories</u> 1. The Romance of A busy broker - O' Henry 2. What Men Live – Leo Tolstoy 3. The Postmaster – Rabindranath Tagore 4. The Mark of Vishnu – Kushwant Singh (B) <u>CONVERSATIONS:</u> 1. Importance of Business conversations 2. Conversation Management : Involve everyone, arouse and sustain interest, Engage in an active listening	50%

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	3. Stressful Conversations: Stay aware and centred, (Respond , Do not react), State your intention, dealing with an argumentative communicator	
2.	<u>Communication and Written Analysis of Case Studies:</u> 1. Meaning and definitions of Communication 2. Importance of Communication in a Business 3. What is a Case? 4. The Process of a Case analysis 5. The Structure of a written Case Analysis 6. Giving certain examples of cases and their expected solutions (To be Tested practically and theoretically)	50 %

Teaching-Learning Methodology	Learner - centred instructional methods, Quiz, Assignments, Interactive sessions, Seminars, visual presentations, project based learning, use of E – resources including films
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	30%
2.	Internal Continuous Assessment in the form of Group Discussion , Project work, Oral Presentations, Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

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Course Outcomes	
1.	Students should be able to communicate effectively in different contexts, both verbally and in writing, with different stakeholders, including colleagues, superiors, and customers.
2.	Students should be able to build positive and productive relationships with colleagues and stakeholders through active listening, empathy, and conflict resolution.
3.	Students should be able to demonstrate effective leadership skills, including motivating and influencing others, setting goals and expectations, and providing feedback.
4.	Students should be able to present themselves professionally through effective communication, including dress, body language, and etiquette.

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Suggested References	
Sr. No.	References
1	Journey through words - with Grammar Compositions & Comprehension (Garg Publication) – Raja Modi (For Short Stories)
2	Essentials of Business Communication – Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
3	Principles and Practice of Business Communication – Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
4	Business Communication – US Rai & SM Rai (Himalaya Publishing House, Mumbai)
5	Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
6	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
7	Effective Business Communication – Asha Kaul (Prentice Hall – Economy Edition) Business Communication – Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
8	Effective Business Communication – M V Rodriques (Concept Publishing House)
9	Business Communication – P D Chaturvedi and Mukesh Chaturvedi
10	Business Communication – 2 nd Edition Meenakshi Raman and Prakash Singh

On-line resources to be used if available as reference material

On-line Resources (to be used as & when required)