

**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. Got 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 - II

Course Code	UM2AEBBA01	Title of the Course	COMMUNICATION SKILLS FOR MANAGEMENT - II
Total Credits of the Course	02	Hours per Week	02

Course Objectives	To provide adequate basic understanding about management among the students.
	To prepare students to exploit opportunity being newly created in the management profession.
	To train the students in communication skills effectively.
	To develop students' abilities to analyse the context effectively, to apply principles and concepts to real problems and opportunities.
	To enable Students to be proficient in the language use independently and confidently.

Course Content		
Unit	Description	Weightage (%)
1.	(A) Text: A collection of short stories and Essays: 1.Giver Of All Good Things By R Subramania 2.Health Is Wealth By Cyrus Driver (B) Non - Verbal Communication : 1. Introduction & Definition 2. Types of Non - Verbal Communication: Kinesics, Proxemics, Chronemics and Paraliguistics	50 %

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	<p>3. Importance of Non - Verbal Communication - How to improve Non - Verbal Communication skills (Give Tasks & Examples wherever needed)</p>	
2.	<p>Electronic Communication & Basics of Managerial Communication</p> <p>1. Developing effective Presentations: Meaning, planning, preparing and presenting the Presentation</p> <p>2. Email : Meaning, Writing effective Emails</p> <p>3. Essential parts, formats and qualities of an effective business letter (To be Tested practically and theoretically)</p>	50 %

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

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Course Outcomes:

1.	Develop reading , writing and analytical skills and communicate students ideas critically, creatively and persuasively through the medium of language
2.	Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills
3.	Increase confidence in students' ability to read, comprehend, organize and retain written information.
4.	Students develop an ability to use the English language proficiently and with proper care in various situations.
5.	Students learn the basic techniques to use the English language at different places.

Suggested References

Sr. No.	References
1	Stay Hungry Stay Foolish by Rashmi Bansal
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) Developing Communication Skills – Krishna Mohan & Meera Benerji (Macmillan)
5	Business Communication and Report Writing – R P Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)

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

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