

Bachelor of Business Administration (BBA) (General)**Semester – IV**

Course Code	UM4AEBBA01	Title of the Course	Fundamentals of Digital Communication
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. To develop basic understanding of concept and practices of language while communicating digitally.
	2. To familiarize students with a comprehensive understanding of digital communication.
	3. To explore the professional and ethical use of verbal and non-verbal communication in digital contexts.

Course Content		
Unit	Description	Weightage (%)
1.	Introduction to Digital Communication (A) DIGITAL LITERACY: - Meaning and Importance of Digital Literacy - Online Search Skills for Self-Learning (B) TOOLS & TECHNIQUES FOR DIGITAL COMMUNICATION: - Basic Understanding of Tools and Platforms Used for Digital Communication - Usage of Virtual Collaboration (C) CYBER BULLYING: - Adverse Effects of the Language used for Cyber Bullying - Case Studies & Prevention from Cyber Bullying	50%
2.	Professionalism and Netiquettes in Digital Communication (A) COMMUNICATION: Use of Verbal and Non-Verbal Communication in the Digital World Professionally (Emoticons, Paralanguage, and GIFs); (B) NETIQUETTES – Use of Digital Communication Ethically	50%

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 2024-2025

Teaching-Learning Methodology	Learner-Centered Instructional Method: Lectures combined with discussions, interactive sessions, group discussions, assignments, items for self-study through further readings, seminars, creative writing workshops, multi-media presentations, use of audio-visual aids and internet resources.
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Evaluation Pattern		
No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R. 6.8.3)	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R. 6.8.3)	20%
3.	External Examination	50%

Course Outcomes	
1.	Students will be able to enhance their overall communicative efficiency enabling them to express themselves digitally and virtually.
2.	Students will be able to understand the usage of internet and online resources for academic and professional purposes.
3.	Students will learn the professional and ethical use of verbal and non-verbal communication in digital contexts.

Suggested References	
No.	References
01	Nawale, Arvind. <i>An Introduction to Life Skills</i> . Macmillan Publishers India Pvt. Ltd. 2018.
02	“Digital Media and Communications”, <i>Communication Skills</i> . (Block 3, Unit-4) BAOU. 2021. https://baou.edu.in/assets/pdf/BSCIT_101_slm.pdf
03	Raviya, Hitesh D., Surve, Anshu. Ed. <i>Developing Communication Skills in English – A Textbook for College Students</i> . Macmillan. 2023. Print.
04	E-Resources for Self-Learning: https://www.aib.edu.au/blog/communication/nonverbal-communication-in-a-digital-world/ https://www.researchgate.net/publication/356616874_THE_IMPORTANCE_OF_DIGITAL_COMMUNICATION_SKILLS_IN_ONLINE_TRAINING https://swayam.gov.in/explorer https://epgp.inflibnet.ac.in/

