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

**(Managed by Sardar Patel Education Trust, Anand)**

**(Affiliated to Sardar Patel University, Vallabh Vidyanagar)**

**NAAC Reaccredited CGPA – 3.30 – Grade A+**

## Revised Syllabus as per NEP 2020 with effect from the Academic Year 2026-2027

## Bachelor of Business Administration (BBA) (General)
## Semester – I

| Course Code | UM1AEBBA11 | Title of the Course | Communication Skills in English for Management - I |
|---|---|---|---|
| Total Credits | 02 Credits | Hours per Week | 02 Hours / Week |

| Course Learning Outcomes (CLOs) | |
|---|---|
| CLO 1 | Analyze and apply effective listening, speaking, and grammatical skills through conversation management, presentation delivery, stress handling techniques, and literary text interpretation to communicate accurately and confidently in academic and professional contexts |
| CLO 2 | Apply reading strategies, professional writing techniques, and business vocabulary to comprehend academic and management-related texts and draft effective business letters, emails, and structured paragraphs using appropriate communication conventions |

| Course Content | | |
|---|---|---|
| **Unit No.** | **Description** | **Weightage (%)** |
| **1.** | **(A) Listening Skills**<br>• Heeding Skills: The Most Important/ The Most Neglected Skill<br>• Meaning and Types of Listening Skills<br>• Improving Listening Skills<br>• Qualities of an Effective Listener<br>**(B) Speaking Skills**<br>• Meaning and Components of Speaking Skills<br>• Conversation Management and Handling Stressful Interactions<br>• Developing Effective Presentations<br>**(C) Improving Grammar through Literature:**<br>• Nouns, Pronouns, Verbs, Adverbs, Adjectives, Prepositions, Conjunctions, Interjections, Articles and Modal Auxiliaries<br>• Short Story: *The Black Cat* by Edgar Allan Poe<br>https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf<br>Movie: https://www.youtube.com/watch?v=nzPjlukF54o<br>• Essay: *On Habits* by A G Gardiner<br>https://www.gutenberg.org/files/47429/47429-h/47429-h.htm#link2H_4_0004 | **50%** |
| **2.** | **(A) Reading Skills**<br>• Meaning and Styles of Reading<br>• Techniques of Reading (Skimming, Scanning and Focused)<br>• Types of Reading (Intensive and Extensive)<br>**(B) Writing Skills** | **50%** |

| | | |
|---|---|---|
| | • Business Letters<br>• Business Emails<br>• Paragraph Writing<br>**(C) Improving Vocabulary**<br>• A-Z Terms used in Management https://www.geeksforgeeks.org/business-studies/management-glossary-a-to-z-terms-used-in-management/ | |

| **Teaching – Learning Methodology** |
|---|
| The course will be taught / learnt through ICT – enabled teaching methods such as Audio-Visual Presentations, Smart Classroom Teaching, Language Lab Activities and E-Resources. The teaching methodology will also include Lectures, Interactive Classroom Discussions, Group Activities, Role Plays, Case Studies, Assignments, Reading and Writing Exercises and Vocabulary Building Activities to enhance communication, analytical and professional skills among learners. |

| **Examination Evaluation Pattern** | | |
|---|---|---|
| **Sr. No.** | **Particulars** | **Weightage (%)** |
| 01 | Continuous and Comprehensive Evaluation (CCE) (Formative Assessment) | 50% |
| 02 | Semester End Evaluation (SEE) (Summative Assessment) | 50% |
| | **TOTAL** | **100%** |

| **Specifications for CCE and SEE** | | | |
|---|---|---|---|
| **Sr. No.** | **Details of the Evaluation Pattern** | | **Marks** |
| 01 | Continuous and Comprehensive Evaluation (CCE) (Formative Assessment) | | |
| | A | Assignments | 10 |
| | B | Active Learning Activities | 05 |
| | C | Attendance | 05 |
| | D | Written Examination (01 Hour) | 30 |
| | | (A + B + C + D) | 50 Marks |
| | Note:<br>• For 02 Credit Courses, the Formative Assessment for students must be from 25 Marks. Thus, the total obtained marks from A + B + C + D (50 Marks) will be divided by 02. | | **25 Marks** |
| 02 | Semester End Evaluation (SEE) (Summative Assessment) | | |
| | E | Written Examination (01 Hour) | **25 Marks** |
| | | **TOTAL (For 02 Credit Courses)** | **50 Marks** |

| **Rubrics – Based Assessment for Assignments (10 Marks)** | | |
|---|---|---|
| Excellent | 09 – 10 Marks | Accurate, error-free, logically presented, timely submission |
| Good | 07 – 08 Marks | minor errors and good conceptual clarity |
| Average | 05 – 06 Marks | basic understanding or partially correct |
| Basic | 03 – 04 Marks | limited clarity, noticeable mistakes, incomplete content |
| Poor | 01 – 02 Marks | Inadequate conceptual clarity, incorrect content |
| Below Poor | Zero Marks / NA | content is irrelevant / Not Attempted / Not Submitted |

Note:
- Assignments may be taken in forms of written project, computerized and online suggested courses / certificates as per the decision made by the respective faculties of the courses.

| Rubrics – Based Assessment for Active Learning Activities (05 Marks) | | |
|---|---|---|
| Excellent | 05 Marks | explanation is clear, detailed and covered all keys |
| Good | 04 Marks | good conceptual clarity, minor details may be missing |
| Average | 03 Marks | basic explanation or partially correct |
| Basic | 02 Marks | limited clarity, noticeable mistakes, lacks depth |
| Poor | 01 Mark | Poorly presented or not understandable |
| Below Poor | Zero / NA | content is irrelevant / Not Attempted / Not Submitted |

Note:
- Active Learning Activities may be taken in forms of classwork, viva, oral presentations, PowerPoint presentations, role play, collaborative problem solving, debates, group discussions, online tests, Q&A, case studies, etc. as per the decision made by the respective faculties of the courses.

| Rubrics – Based Assessment for Attendance (05 Marks) | | |
|---|---|---|
| As per the Rules and Regulations provided by the Academic Section of Sardar Patel University, Vallabh Vidyanagar, for the students studying in all departments and colleges.<br>Reference No.: E – 3 / 3127; dated: 07-03-2024.<br>https://www.spuvvn.edu/orbit-cdn/uploads/circulars/Circular-NEP-InternalExamMarks-March-April24.pdf | | |
| Excellent | 05 Marks | more than 90% (Minimum 27 Hours for 02 Credits Courses) |
| Good | 04 Marks | 80% - 89% (24 to 26 Hours for 02 Credit Courses) |
| Average | 03 Marks | 70% - 79% (21 to 23 Hours for 02 Credit Courses) |
| Poor | Zero / NA | less than 70% (**NOT ELIGIBLE TO APPEAR FOR EXAM)** |

Note:
- Students with below 70% of attendance must submit their written application to their respective class coordinators with genuine reasons and evidence (in case of working or medical emergencies). Students must not pursue dual degree programmes that clash with the college's timings.

| Rubrics – Based Assessment for Mid-Semester Examination (30 Marks) | | |
|---|---|---|
| **ANY ONE UNIT OR 50% OF THE SYLLABUS - 15 Marks Each Question** | | |
| Excellent | 13 – 15 Marks | clear and deep explanation of concepts, good understanding of grammar and vocabulary, clear paragraphs, logical sequencing of statements, highly coherent and negligible errors |
| Good | 10 – 12 Marks | good understanding with minor omissions, address key concepts of the topics asked, small lapses in depth or application, overall clear structure and some grammatical / vocabulary errors that do not impede meaning |
| Average | 07 – 09 Marks | basic ideas are presented, some key points are missing or only partially explained, limited application of grammar / vocabulary to examples, noticeable errors that affect clarity |

| | | |
|---|---|---|
| Basic | 04 – 06 Marks | very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding |
| Poor | 01 – 03 Marks | incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems |
| Below Poor | Zero Marks / NA | completely irrelevant or Not Attempted |
| Note:<br>• Written Examination questions will be based on various levels of Revised Bloom's Taxonomy. | | |

| **Rubrics – Based Evaluation Pattern for End-Semester Examination (25 Marks)** | | |
|---|---|---|
| **Multiple Choice Questions (05 Marks) – 01 Mark Each from all Units** | | |
| Excellent | 01 Mark | the chosen option is correct, no errors in response |
| Below Poor | Zero Marks / NA | chosen option is incorrect, completely irrelevant, multiple options chosen / Not Attempted |
| **UNIT I - 10 Marks Each Question** | | |
| Excellent | 09 – 10 Marks | clear and deep explanation of listening and speaking concepts, parts of speech, applies grammar rules precisely to examples, clear paragraphs, logical sequencing of statements and negligible errors |
| Good | 07 – 08 Marks | good understanding with minor omissions, address key concepts of the topics asked, small lapses in depth or application, overall clear structure and some grammatical / vocabulary errors that do not impede meaning |
| Average | 05 – 06 Marks | basic ideas are presented, some key points are missing or only partially explained, limited application of grammar to examples, noticeable errors that affect clarity |
| Basic | 03 – 04 Marks | very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding |
| Poor | 01 – 02 Marks | incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems |
| Below Poor | Zero Marks / NA | completely irrelevant or Not Attempted |
| **UNIT II - 10 Marks Each Question** | | |
| Excellent | 09 – 10 Marks | demonstrates a thorough grasp of reading techniques and writing formats with clear knowledge of management vocabulary, produces an exemplary business letter/email, correct format, applying skimming/scanning insights accurately, well-structured with logical flow. |
| Good | 07 – 08 Marks | good understanding with minor omissions, produces work with correct formats and tone but with small lapses in completeness or appropriateness, presents a mostly clear structure with minor coherence issues, and makes some errors while keeping the meaning intact |

| | | |
|---|---|---|
| Average | 05 – 06 Marks | demonstrates basic comprehension with some important aspects omitted, produces work with recognizable formats that contain errors and a tone that is sometimes inappropriate, shows weak paragraphing and transitions, and makes noticeable grammar and vocabulary errors |
| Basic | 03 – 04 Marks | very limited understanding; explanations lack depth and clarity, misapplies some concepts, poorly organized, confusing flow, frequent errors that hinder understanding |
| Poor | 01 – 02 Marks | incorrect or unclear explanations, fails to address core topics, no logical analysis, no coherent structure followed by severe language problems |
| Below Poor | Zero Marks / NA | completely irrelevant or Not Attempted |

Note:
- Multiple Choice Questions of 05 Marks will be based on Bloom's Taxonomy Level 1 & 2.
- Written Examination questions will be based on various levels of Revised Bloom's Taxonomy.

**PLO – CLO Mapping**

| | Communication Skills in English for Management - I | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | PLO 1 | PLO 2 | PLO 3 | PLO 4 | PLO 5 | PLO 6 | PLO 7 | PLO 8 | PLO 9 | PLO 10 |
| CLO 1 | 01 | 02 | 01 | 03 | 02 | 01 | 02 | 02 | 00 | 02 |
| CLO 2 | 01 | 03 | 01 | 03 | 02 | 01 | 01 | 02 | 00 | 02 |

Note:
- High: **03**; Moderate: **02**; Low: **01**; No Mapping: **00**

**Suggested References and E-Resources for Further Reading**


- Raviya, Hitesh D. *Developing Communication Skills in English.* Macmillan, 2019. Print.
- Murthy, Jayanthi D. *Contemporary English Grammar*. Delhi: Shivam Printers. 2000. Print.
- Parikh, J. P; Surve, Anshu. *Business Communication: Basic Concepts and Skills*. 2011. Print.
- Murphy, Raymond. *English Grammar in Use*. Cambridge University Press, 2019.
- Pal, Rajendra, and J. S. Korlahalli. *Essentials of Business Communication*. Sultan Chand & Sons, 2011.
- Edgar Allan Poe, "The Black Cat". https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf
- Essay: *On Habits* by A G Gardiner. https://www.gutenberg.org/files/47429/47429-h/47429-h.htm#link2H_4_0004
- https://www.geeksforgeeks.org/business-studies/management-glossary-a-to-z-terms-used-in-management/
- E-Resources for Self-Learning:
  LSRW Skills: https://ijels.com/upload_document/issue_files/2IJELS-10120224-LSRW.pdf
  Grammar: https://www.emgywomenscollege.ac.in/templateEditor/kcfinder/upload/files/-Free-English-Grammar.pdf
  Communication Skills: https://baou.edu.in/assets/pdf/BCADES_201_slm.pdf


********** ********** ********** **********