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

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

Course Code	UM1SEBBA11	Title of the Course	Soft Skills in English – I
Total Credits	02 Credits	Hours per Week	02 Hours / Week

Course Learning Outcomes (CLOs)	
CLO 1	Understand and apply the fundamentals of soft skills, public speaking, and personality development by demonstrating effective communication, self-awareness, confidence, empathy, professional grooming, and speech delivery skills for personal and career growth
CLO 2	Develop teamwork, leadership, and professionalism skills by participating in collaborative learning, understanding group dynamics, practicing decision-making and conflict management, and following appropriate work etiquettes and netiquettes in academic and professional environments

Course Content		
Unit No.	Description	Weightage (%)
1.	**(A) Introduction to Soft Skills** • Meaning and Importance of Soft Skills • Types of Soft Skills • Difference Between Soft Skills and Hard Skills • Role of Soft Skills in Career Development **(B) Public Speaking Skills** • Meaning and Types of Speeches • Preparation of a Speech • Overcoming Stage Fright **(C) Developing Personality** • Introducing One-Self • Self-Awareness and Confidence • Empathy over Sympathy • Grooming and Professional Appearance	50%
2.	**(A) Teamwork and Collaboration** • Team / Group Dynamics • Importance of Teamwork • Collaborative Learning while Working **(B) Leadership Skills** • Types of Leaders • Qualities of a Good Leader • Managing Crisis and Conflict	50%

	(C) Developing Professionalism • Workplace Etiquettes • Telephone Etiquettes • Netiquettes (Do's and Don'ts while Communicating Online)	

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: • 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. Reference No.: E – 3 / 3127; dated: 07-03-2024. 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:
- 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 soft skills, public speaking, and personality development by demonstrating effective communication, 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 teamwork, leadership, and professionalism skills by participating in collaborative learning, understanding group dynamics, practicing decision-making and conflict management in a well-structured format 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	00	01	01	03	03	02	02	03	00	02
CLO 2	00	01	01	03	03	03	03	02	01	03

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

Suggested References and E-Resources for Further Reading

- Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press, 2016.
- Raman, Meenakshi, and Prakash Singh. *Business Communication*. 2nd ed., Oxford University Press, 2012.
- Hariharan, S., N. Sundararajan, and S. P. Shanmugapriya. *Soft Skills*. MJP Publishers, 2010.
- Kumar, Sanjay, and Pushp Lata. *Communication Skills*. Oxford University Press, 2018.
- E-Resource for Self-Learning: https://learnenglish.britishcouncil.org/

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