



(Shri Ramkrishna Seva Mandal's)
ANAND COMMERCE COLLEGE

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus as per NEP 2020 with effect from the Academic Year 2025-26



Bachelor of Business Administration
BBA (GENERAL) Semester – I

Course Code	UB01AEBBA01	Title of the Course	Communication Skills for Management I
Total Credit of Course	02	Hours Per Week	02

Course Objectives:	<ol style="list-style-type: none"> To analyze characters, themes, and literary techniques in selected short stories to interpret the moral and philosophical insights conveyed by the authors. To apply the principles of the communication process and feedback mechanisms to real-life business communication scenarios. To construct grammatically correct paragraphs using appropriate tenses and develop coherent written content based on personal experiences or current affairs.
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>Text: A collection of short stories Name of the Text: GEMS OF WISDOM: An Anthology of Short Stories (Macmillan)</p> <ol style="list-style-type: none"> The Lady, or the Tiger? By Frank R Stockton The Gift of The Magi by O' Henry An Astrologer's Day by R. K. Narayan <p>(Three text-based descriptive questions/short notes may be asked)</p>	35%
2.	<p>Mechanics of effective Business Communication:</p> <ul style="list-style-type: none"> Concept, Definitions and Attributes of Communication Importance of Communication in Business The Process of Communication (Communication Cycle) Feedback in Communication <p>(General questions/short notes may be asked)</p>	35%
3.	<p>Grammar:</p> <ul style="list-style-type: none"> Tenses: Present Simple, Present Progressive, Present Perfect, Present Perfect Progressive, Past Simple, Past Progressive, Past Perfect, Future Tense Simple Paragraph Writing: based on firsthand Experience of the Students and Current Affairs. 	30%

Teaching-Learning Methodology	Learner-centered Instructional methods, Direct method, quiz, assignments, interactive sessions, seminars, visual presentations, group discussions, project based learning and use of e-resources, including films
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
College External Examination (%)		50 (100%)	25 (100%)


Course Outcomes: Having completed this course, the learners will be able to	
1.	Analyze the motivations of characters and the use of literary techniques in selected short stories to derive deeper moral and philosophical meanings.
2.	Apply the communication cycle and feedback principles effectively in simulated business and professional communication situations.
3.	Create well-structured, grammatically accurate paragraphs using appropriate tenses, based on firsthand experiences and current affairs.

Suggested References

Sr. No.	References
1	Rodrigues, M. V. (1992). Effective business communication. Concept Publishing House.
2	Mohan, K., & Banerji, M. (2000). Developing communication skills. Macmillan.
3	Doctor, R. A., & Doctor, A. H. (2009). Principles and practice of business communication (19th ed.). A. R. Sheth & Company.
4	Kaul, A. (2009). Business communication (21st impression). Prentice Hall of India Pvt Ltd.
5	Pal, R., & Korlahalli, J. S. (2013). Essentials of business communication (13th rev. & enl. ed.). Sultan Chand & Sons.
6	Kaul, A. (2015). Effective business communication (Economy ed.). Prentice Hall.
7	Macmillan. (2017). Gems of wisdom: An anthology of short stories.
8	Wren, P. C., & Martin, H. (2017). High school English grammar & composition (Rev. by N. D. V. Prasada Rao). S. Chand Publishing.
9	Rai, U. S., & Rai, S. M. (2019). Business communication (2nd rev. ed.). Himalaya Publishing House.

On-line resources to be used as and when required.

• Schramm's model of communication - Wikipedia
• https://www.brainkart.com/article/Business-Communication_37713/
• Tenses Chart With Examples, Rules, Usage • Englishan
• ALL PRESENT Verb Tenses: Simple, Progressive, Perfect and Perfect Continuous - English Speaking 360
• Business communication - Wikipedia


Chairman
BOS of English
Anand Commerce College


Academic Coordinator
Anand Commerce College


Principal
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