



(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**  
**Information System Management**  
**BBA (ISM) Semester – II**

Course Code	UB02AEBBI01	Title of the Course	Communication Skills for Management II
Total Credit of Course	02	Hours Per Week	02

Course Objectives	
	1. To identify and explain the structure, layout, and essential qualities of formal business letters and emails, including both regular and occasional components.
	2. To apply knowledge of communication objectives and types to real-life business scenarios through appropriate formats of internal and external correspondence.
	3. To draft effective inquiry letters and appropriate replies related to catalogues, prices, quotations, and terms of business, demonstrating clarity, professionalism, and purpose.

Course Content		
Unit	Description	Weightage* (%)
1.	<b>Effective Business Writing:</b> <b>Structure/Format/Layout and various parts of a formal business letter writing /an Email:</b> <ul style="list-style-type: none"><li>Regular parts - (Letterhead, Date, Inside Address, Salutation, Body of the Letter, Complimentary Close, Signature)</li><li>Occasional parts - (Reference No., Attention line, Carbon copy notation, Identification mark, Enclosures)</li><li>Essentials/qualities of an effective business letter - Correctness, Conciseness, Clarity, Courtesy, Completeness and 'You' Attitude (Consideration)</li></ul>	35%
2.	<b>Business Correspondences:</b> <ul style="list-style-type: none"><li>Objectives of Communication: Information, Advice, Order, Persuasion.</li><li>Types of Communication (Vertical – Upward, Downward / Horizontal / Consensus / Grapevine)</li></ul>	35%

3.	<b>Inquiry Letters and Replies to Inquiries:</b> Letters concerning catalogues, prices, quotations, samples, discounts, credit, mode of delivery, concessions, mode of payment, transportation • Firm Offer • Voluntary Offer	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	


### 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%)
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>College External Examination (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes:</b> Having completed this course, the learners will be able to	
1.	Identify and explain the structure, layout, and essential qualities of formal business letters and emails, including both regular and occasional components.
2.	Apply knowledge of communication objectives and types to real-life business scenarios through appropriate formats of internal and external correspondence.
3.	Create effective inquiry letters and appropriate replies related to catalogues, prices, quotations, and terms of business, demonstrating clarity, professionalism, and purpose.

## 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	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.	
<ul style="list-style-type: none"> <li>• 7 Parts of a Business Letter (Components with Examples)</li> </ul>	
<ul style="list-style-type: none"> <li>• <a href="https://writingcenter.unc.edu/tips-and-tools/business-letters?utm">https://writingcenter.unc.edu/tips-and-tools/business-letters?utm</a></li> </ul>	
<ul style="list-style-type: none"> <li>• Business letter - Wikipedia</li> </ul>	
<ul style="list-style-type: none"> <li>• <a href="https://www.indeed.com/career-advice/career-development/how-to-write-a-business-letter">https://www.indeed.com/career-advice/career-development/how-to-write-a-business-letter</a></li> </ul>	
<ul style="list-style-type: none"> <li>• Objectives_info. n advice.pdf - Objectives of Communication 1. 2. 3. 4. 5. 6. 7. 8. 9. Information Advice Order Suggestion Persuasion Education Warning Raising morale Motivation 1. Information: One of the most important objectives - College Sidekick</li> </ul>	
<ul style="list-style-type: none"> <li>• [10] Types Of Communication: Structure, Direction, Mode</li> </ul>	
<ul style="list-style-type: none"> <li>• Chapter 2: Inquiries and Replies – Business Correspondence</li> </ul>	

  
**Chairman**  
**BOS of English**  
**Anand Commerce College**

  
**Academic Coordinator**  
**Anand Commerce College**

  
**Principal**  
**Anand Commerce College**