



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-2 (BBA)

**Subject:** Communication Skills - 2 BBAXX12204

**Type of course:** Ability Enhancement Course (AEC)

**Prerequisite:**

Any student who has studied and passed 12th Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

**Rationale:**

Incorporating communication skills as a subject in a BBA course is justified due to the integral role effective communication plays in professional success. By developing communication skills, BBA students are better prepared for the demands of the business world, can enhance their interpersonal and leadership capabilities, communicate across cultures, manage their professional image, engage clients and stakeholders, and uphold ethical communication standards. These skills contribute to producing well-rounded business professionals who are capable of thriving in dynamic and diverse business environments.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
2	0	0	2	50	20	30	100

*Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

2 Credits \* 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



**Course Content:**

Sr. No	Course content	Hrs	% Weightage
1	<p><b>Listening:</b></p> <ul style="list-style-type: none"> <li>• Significance of Effective Listening</li> <li>• Active Listening</li> <li>• Some Do's for Listeners and Some Don'ts for Listeners</li> <li>• Obstacles to Effective Listening</li> <li>• Guidelines to Effective Listening</li> <li>• How to Become A Good Listener</li> </ul> <p><b>Public Speaking:</b></p> <ul style="list-style-type: none"> <li>• Selection of the Topic</li> <li>• Audience Analysis</li> <li>• Researching and Planning the Speech</li> <li>• Organizing the Speech</li> <li>• Tips for Effective Public Speaking</li> <li>• Developing Confidence and Overcoming Fear</li> <li>• Essential Qualities of a Good Speaker</li> </ul>	8	25 %
2	<p><b>Meeting and Conference:</b></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Features</li> <li>• Procedure</li> <li>• Planning and Arrangement of Meeting and Conference</li> <li>• Chairmanship, Participation, Physical Arrangement</li> <li>• Nature and Definition of Meeting and Conference</li> <li>• Types of Group Discussion, Regulating Speech.</li> <li>• Organizing Conferences and Evaluating Oral Presentation</li> </ul>	8	25%
3	<p><b>Group Discussion:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definitions of Group Discussion</li> <li>• Features and Types of Group Discussion</li> <li>• Preparation for Group Discussion</li> <li>• Process of Group Discussion</li> <li>• Category of Topics Discussion</li> <li>• What is Observed in Group Discussion</li> <li>• Guidelines to Improve Performance in Group Discussion</li> <li>• Overcoming Mistakes in Group Discussion.</li> </ul>	7	25 %
4	<p><b>Interview:</b></p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Features &amp; Purposes</li> <li>• Types of Interview</li> </ul>	7	25%





	<ul style="list-style-type: none"> <li>• Successful Interview</li> <li>• Appearance &amp; Dress.</li> <li>• How to conduct yourself during the interview.</li> </ul> <p><b>Writing in Communication:</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Features</li> <li>• Advantages &amp; Disadvantages</li> <li>• Writing an Effective Mail</li> <li>• Rules for Good Writing</li> <li>• Writing of Emails</li> </ul>		
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**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Prepare questionnaire for interview of various posts in group of 5</b> Students will prepare a questionnaire for job interview and upload it on GMIU WEB Portal	10
2	<b>Preparation of Minutes for Meeting</b> Faculty will assign the points to be discussed in a meeting and Students will prepare Minutes for Meetings and upload PDF on GMIU WEB Portal	10
3	<b>Writing an email</b> Faculty will assign subjects and Students will write email on that and upload PDF on GMIU WEB Portal	10
<b>Total</b>		<b>30</b>

**Suggested Specification table with Marks (Theory): 50**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	30%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Learn importance of listening and how it can be used for better understanding of Business communication
CO2	Improve speaking skills by doing practice of Verbal Communication method.(e.g. Practice of speech in classroom)
CO3	Understand how to do practice for Group discussion. (e.g. Discussing contemporary topics in Classroom)
CO4	Enhance the English-Writing Skills by understanding and writing the formal emails etc.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

**Reference Books:**

- 1) Urmila Rai And S.M.Rai, Latest Edition, Business Communication, Himalaya Publishing House.
- 2) Lesikar, R Flatley, Latest Edition, Business Communication, Tata McGraw Hill.
- 3) Lesikar, R/ Flatley, Latest Edition, Basic Business Communication: Skills For Empowering The Internet Generation, Tata McGraw Hill
- 4) Kaul, Asha, Latest Edition, Business Communication, PHI
- 5) Bovee C Thill, J Schatzman, Latest Edition Business Communication Today, Pearson Edu.

