



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (BBA)

Subject: Communication Skills - 1 - BBAXX11201

Type of course: Ability Enhancement Courses (AEC)

Prerequisite:

Any student who has studied and passed 12th Standard 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.



Continuous Assessment:

(For each activity maximum-minimum range is 10 to 5 marks)

Sr.No	Active Learning Activities	Marks
1	Quiz At the end of every module MCQ (5 MCQs from each module) test will be conducted by the subject faculty on Moodle.	10
2	Pros and Cons Faculty will provide a topic that lends itself to the idea of making lists of pros and Cons / advantages and disadvantages for some issue. Student can analyze, evaluate and submit the list on either side on Moodle.	10
3	Brain Writing Brain writing is an exercise to generate plenty of ideas and is quite similar to classic Brainstorming and Brain walking.	10
Total		30

Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Introduction to Business Communication Definition of Business Communication, Objectives and Characteristics of Communication, Types of Business Communication, 7 Cs of Communication, Process of Communication, Barriers of Communication.	8	25 %
2	Verbal Non-Verbal Communication Meaning, Nature and Scope, Principles of Effective communication, Difference between Oral and Written Communications, Effective Listening.	7	25%
3	Letter Writing Skills and Employment Communication Letter Types of Letters – Enquiry, Complaint, Sales, Order, Notice, Circular, Memo, Preparation of Resume / Curriculum Vite, Cover Letter, Writing Job Application.	8	25 %
4	Presentation Skills Purpose of Presentations, Elements of Presentation, Analyzing the Audience and organizing Content, Effective Presentation.	7	25%

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 basic of communication, and how it can be used for better understanding of English Course.
CO2	Enhance the English-Speaking Skills by understanding and writing the formal letters reports emails etc.
CO3	Improve speaking skills by doing practice of Verbal Communication method.
CO4	Understand how to do practice for Spoken English and Interview Skills.

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:

- Urmila Rai And S.M.Rai, Latest Edition, *Business Communication*, Himalaya Publishing House.
- Lesikar, R Flately, Latest Edition, *Business Communication*, Tata McGraw Hill.

