



# C. U. SHAH UNIVERSITY - WADHWANCITY



## FACULTY OF MANAGEMENT STUDIES

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**SEMESTER I** (one)

**CODE** 4MS01ECS1

**Name of Subject** Effective Communication Skills

#### Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (MARKS)		
Th	Tu	P	Total	University	Internal	Total
04	0	0	04	70	30	100

#### Objective

Making acquaint with different Communication techniques for effective presentation of ideas.

#### Prerequisite

Understanding of Basic English Language and different basics of English Grammer.

#### Course outline

Sr. No.	Course Contents	Number of Hours
1	Definition & Types of Communication Skills	02
2	Process of Communication	01
3	Communication Flow	01
4	Communication Levels	01
5	Verbal and Non Verbal Communication, Noise Barriers	03
6	Listening skills : Sound Discrimination	02
7	Understanding Lexical items	02
8	Stress & Intonation Patterns	03
9	Retrieving General Information	03
10	Social Conversation Skills: Starting a conversion	03
11	Introduction and greeting others	03
12	Asking, giving & sharing information	03
13	Agreeing & Disagreeing	03
14	Expressing Likes & Dislikes	03
15	Complimenting	03
16	Reading as an Interactive Skill	03

17	Purpose of Reading Different kinds of text	03
18	Strategies needed to Interpret Texts	02
19	Interpreting Cohesive Devices, Discourse Markers	02
20	Differences between Spoken & Written Communication	02
21	Strategies to Develop paragraphs	02
22	Process of Writing	02
23	Brainstorming : Discovering & Developing a plan for writing	02
24	Structure of sentences	02
25	Levels of Effective writing	02
26	Usage of Punctuations for effective writing	02
<b>Total Hours</b>		60

## Learning Outcomes

**Theoretical Outcomes** Drafting of business proposals, letters, presentation which facilitates one in attaining fruitful results in business.

**Practical Outcomes** Usage of Grammar and formation of effective English sentences for making communication effective.

## Teaching & Learning Methodology

- Lectures
- Role Play
- Case Study
- Class Participation

## Books Recommended

1. 'Business Communication', M.K. Sehgal, Excel Books.
2. 'Business Communication Strategies', Matthukutty Monipally, Tata Mc. Graw Hill.
3. 'Business Communication', Meenakshi Raman & Prakash Singh, Oxford.

## E-Resources

1. <http://freevideolectures.com/Subject/Communication-Skills>
2. <http://www.mindtools.com/page8.html>