

GANPAT UNIVERSITY															
FACULTY OF MANAGEMENT STUDIES															
Programme		Bachelor of Business Administration				Branch / Spec.		Business Analytics							
Semester		I				Version		1.0.0.0							
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2025						
Subject Code		BSEC101		Subject Name			Basic Communication Skills								
Teaching Scheme						Examination Scheme (Marks)									
(Per week)		Lecture (DT)		Practical (Lab.)		Total			CE	SEE	Total				
	L	TU	P	TW											
Credit	02	00	00	00		02	Theory	25	25	50					
Hours	02	00	00	00		02	Practical	00	00	00					
Pre-requisite:															
None															
Objective:															
To develop basic communication skills to enhance the ability of proper self-expression, speaking English, and basic writing skills in routine communication															
Learning Outcomes:															
On successful completion of the course, the students will be able to:															
- Understand the basics of language to enhance language ability. - Comprehend and express any idea / thought in an effective manner using the four basic language skills: Listening, Reading, Speaking and Writing (LSRW). - Use effective voice and speech features in varied speaking contexts. - Produce coherent and well-structured written drafts by applying the fundamentals of impactful writing															
Mapping of PO-CO and PSO-CO:															
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	2	2	3	3	1	3	2	2	3	3	3	2	3	3
	CO2	1	3	2	2	2	2	1	2	2	2	2	1	2	2
	CO3	2	3	2	3	2	2	3	2	3	2	1	2	2	3
	CO4	1	2	1	2	1	1	1	3	1	2	1	3	1	3
Theory Syllabus															
Unit	Content										Hrs.				
1	Vocabulary and Receptive Language Skills										20				
	Vocabulary and Grammar: Parts of Speech: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction and Interjection. Synonyms, Antonyms, Word Formation Using Prefix and Suffix, Sentence Structure, Types of Sentences, Transformation of Sentences. Subject Verb Agreement and Tenses Listening Skills: Tips for effective listening, comprehension practice using audio- visuals (BBC and IELTS Listening) Reading Skills: Useful strategies for effective reading and practice of reading comprehension by reading advertisements, menu card, invitation cards, newspaper cuttings etc.														
2	Productive Language Skills										10				
	Speaking: Significance of effective interpersonal oral conversation competence Familiarity with tone, stress and voice modulations and paralinguistic features Characteristics of an erudite speaker Oral practice of speaking in different situations (IELTS Speaking) Writing: Significance of effective writing skill Coherence and cohesion, Points to ponder (fundamentals) for producing impressive written drafts Significance of language quality (4 Cs) and attractive appearance of the draft Difference in structures of formal and informal writing, Drafting formal and informal emails.														
Exam: Practical 100%															
Text Book:															
	Raymond Murphy, Essential English Grammar: A Self-study Reference and Practice Book for Elementary Students of English with Answer, Cambridge University Press														
Reference Books:															
	Andrew Bradbury, Successful Presentation Skills, Kogan Page India Pvt Ltd, New Delhi, 2006.														

	McGraw-Hill's Conversational American English: The Illustrated Guide, www.learnenglishteam.com IELTS Cambridge 1 to 12, Cambridge University Press
Online Resource:	
	Communicative English, https://onlinecourses.swayam2.ac.in/nou24_ge38/preview