

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Bachelor of Business Administration				Branch/Spec.		GENRAL	
Semester		I				Version		1.0.0.0	
Effective from Academic Year			2019-20			Effective for the batch Admitted in			July 2019
Subject code		1B06BCS		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	00	00	02	00	02	Theory	00	00	00
Hours	00	00	04	00	04	Practical	40	60	100
Pre-requisites:									
Basic acquaintance with English Language and English Grammar									
Objectives:									
<ul style="list-style-type: none"> To developing the Basic Communication skills to enhance the ability of proper self-expression, spoken English, correct pronunciation and basic writing skills in routine communication 									
Learning Outcome:									
On successful completion of the course, the students will be able to:									
<ul style="list-style-type: none"> Students will understand the basics of communication and its significance in the professional career Students will be able to comprehend and express any idea/thought in an effective manner using the four basic communication skills: Listening, Reading, Speaking, and Writing (LSRW) Students Will be able to make effective presentation and participate in group communication fruitfully Will be able to handle various professional communication situations more impressively and effectively 									
Theory syllabus									
Unit	Content								Hrs
1	Vocabulary and Grammar Components 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 Receptive Language Skills: Listening and Reading Skills Listening Skills: Definition and process of listening, hearing vs. listening, Types of listening, Difference between effective and ineffective listening. Tips for effective listening, comprehension practice using audio-visuals (BBC and IELTS Listening) Reading Skills: Definition, process, types and purposes of reading, difference between efficient and inefficient reading, Difference between active and passive reading, useful strategies for effective reading and practice of reading comprehension by reading advertisements, menu card, invitation cards, newspaper cuttings etc.								30
2	Productive Language Skill - I: Speaking Presentation Skills: Significance of presentation skills for management students, definition and components, brainstorming and steps to prepare effective presentation, Boredom factors and its avoidance, Practice of Oral Presentation Group Discussion : Definition and significance of group discussion, pre-requisites, objectives and characteristics of group discussion, group discussion in organization and group discussion as a part of selection process, Practice of Group Discussion on Current Topics related to Economy, Education System, Environment, Politics etc. Speech: Characteristics of Effective Speech, Planning and Drafting Speech. Situations based conversation Productive Language Skill - II: Writing Informal vs. formal writing, Principles of effective written communication (7 Cs), Formal and Informal Letter Writing: Significance, layout, parts of letters, and practice of preparing drafts of different types of letters. Essay Writing: Opinion based essays, Advantages and Disadvantages. Problem and Solution. Discussion (Discuss both view) Drafting Short Messages : Best wishes, Invitation, Congratulations etc.								30
Text Books									
	Practical manual will be available from respective faculty for practice exercises								
Reference Books:									
	Pal Rajendra, <i>Essentials of Business Communication</i> , S. Chand & Company. Rai Urmila, <i>English Language Communication Skills</i> , Himalaya Publishing House. Raman Meenaksi & Sangeeta Sharma, <i>Technical Communication: Principles and Practice</i> , Oxford University Press. Raymond Murphy, <i>Essential English Grammar: A Self-study Reference and Practice Book for Elementary Students of English with Answer</i> , Cambridge University Press. IELTS Cambridge 1 to 12, Cambridge University Press								