GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration					Branch/Spec.	Maritime Management		
Semester	I					Version	1.0.0.0		
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2026
Course Code	BSEC102		Course Name			Soft Skills for Business			
Teaching Scheme						Examination Scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	0	0	2	0	2	Theory	00	00	00
Hours	0	0	4	0	60	Practical	25	25	50

Pre-requisites	
Course Outcomes	
On successful completion of the course, the students will be able to:	
CO1	Understand the basic process and principles of communication.
CO2	Demonstrate effective listening and speaking skills in academic discussions.
CO3	Write simple and clear formal and informal messages.
CO4	Apply correct grammar, vocabulary, and sentence construction in business-related communication.

Theory Syllabus		
Unit	Content	Hrs.
1	Fundamentals of Communication: Meaning and Importance of Communication. Communication Process. Types of Communication: Verbal, Non-verbal, Written. Barriers to Effective Communication. Basics of Active Listening. Role of Feedback. Listening and Speaking Skills: Listening vs Hearing, Types of Listening, Improving Listening Skills, Pronunciation and Clarity of Speech, Basics of Conversation Skills, Participating in Group Discussions (Introductory Level), Expressing Opinions Clearly.	15
2	Reading and Writing Skills: Reading for Understanding, Skimming and Scanning Techniques, Vocabulary Building, Sentence Construction, Common Grammar Errors, Writing Short Paragraphs, Note-Making Basics. Business Communication Basics, Writing Formal and Informal Emails, Basic Letter Writing (Business Letters), Writing Notices and Simple Reports, Telephone Etiquette, Introduction to Presentation Skills, Basics of Resume Writing (Introductory).	15

Practical Content
Practical, assignments and tutorials are based on the above syllabus.

Text Books	
1	A practical manual will be available from faculty for practice exercises.

Reference Books	
1	Pal Rajendra, Essentials of Business Communication, S. Chand & Company.
2	Rai Urmila, English Language Communication Skills, Himalaya Publishing House.
3	Raman Meenaksi & Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press.
4	Raymond Murphy, Essential English Grammar: A Self-study Reference and Practice Book for Elementary Students of English with Answer, Cambridge University Press.
5	

Mapping of COs with POs and PSOs:

Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1 Understand the basic process and principles of communication.	1	-	1	-	1	3	-	1	-	1	-	-	2
CO2 Demonstrate effective listening and speaking skills in academic discussions.	-	-	1	-	1	3	1	1	-	1	-	-	2
CO3 Write simple and clear formal and informal messages.	1	-	1	1	1	3	-	1	-	1	1	-	2
CO4 Apply correct grammar, vocabulary, and sentence construction in business-related communication.	1	1	1	-	-	3	-	2	-	1	-	-	2

Subject code consists of: B = BBA, SEC = Skill Enhancement Course, Code 102