



Re-Accredited by NAAC with 'A' Grade

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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## **-: પરિપત્ર :-**


વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર અંગ્રેજી વિષયનો પેટાસમિતિએ તૈયાર કરેલ F.Y.B.B.A. (Sem-1 & II) Business Communication અને Personality Development વિષયનો અભ્યાસક્રમ અંગ્રેજી વિષયની અભ્યાસસમિતિની તા.૨૪/૦૫/૨૦૨૨નાં ઠરાવ ક્રમાંક:૨ અન્વયે બોર્ડવતી મંજૂર કરવાની ચેરમેનશ્રીને આપવામાં આવેલ સત્તાની રૂએ ચેરમેનશ્રીએ બોર્ડવતી અને વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલ તા.૧૭/૬/૨૦૨૨ ની સભાનાં ઠરાવ ક્રમાંક:૦૮ થી સ્વીકારી મંજૂર કરેલ છે. જેની આથી જાણ કરવામાં આવે છે.

### **એકેડેમિક કાઉન્સિલની તા.૧૭/૦૬/૨૦૨૨ની ઠરાવ ક્રમાંક: ૦૮**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨-૨૩ થી અમલમાં આવનાર અંગ્રેજી વિષયનો પેટાસમિતિએ તૈયાર કરેલ F.Y.B.B.A. (Sem-1 & II) Business Communication અને Personality Development વિષયનો અભ્યાસક્રમ અંગ્રેજી વિષયની અભ્યાસ સમિતિની તા.૨૪/૦૫/૨૦૨૨નાં ઠરાવ ક્રમાંક:૨ અન્વયે બોર્ડવતી મંજૂર કરવાની ચેરમેનશ્રીને આપવામાં આવેલ સત્તાની રૂએ ચેરમેનશ્રીએ બોર્ડવતી અને વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણ: ઉપર મુજબ)

ક્રમાંક : એસ./English/પરિપત્ર/૧૨૬૭૭/૨૦૨૨  
તા.૧૮-૦૬-૨૦૨૨

  
ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.  
.....આપશ્રીની કોલેજ/વિભાગના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) અધ્યક્ષશ્રી,વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## SYLLABUS FOR BUSINESS COMMUNICATION FOR B.B.A. SEMESTER I & II FOR THE ACADEMIC YEARS -2022.-23 TO 2024-25

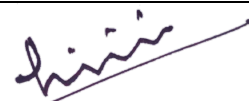
### COURSE: 101: BUSINESS COMMUNICATION

#### B.B.A./SEMESTER 1

#### TEXT BOOK - *SOFT SKILLS & EMPLOYABILITY SKILLS* (Cambridge)

Course Code	101																								
Course Title	Business Communication (Sem-I)																								
Credit	4																								
Teaching per Week	4 Hrs																								
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)																								
Last Review / Revision	June- 2022																								
Purpose of Course	To enhance communication skills of the students and make them well equipped for business communication with regard to various corporate sectors.																								
Course Objective	To teach communication skills and workplace etiquette to create better employment opportunities with a practical exposure for the same to make them proficient at the workplace.  To bridge the gap between academia and industry.																								
Course Outcomes	CO1: Students will be able to know the importance and need of communication skills for better employment and performance in industry CO2: Students will be able utilize and implement the presentation skills along with collegiality skills in their day to day tasks at the workplace. CO3: Students will be able to inculcate employability skills ensuring their extraordinary achievement in a corporate setting and beyond.																								
Mapping between COs with PSOs	<table border="1"><thead><tr><th></th><th>PSO 1</th><th>PSO 2</th><th>PSO 3</th><th>PSO 4</th><th>PSO 5</th></tr></thead><tbody><tr><th>CO1</th><td></td><td></td><td></td><td></td><td></td></tr><tr><th>CO2</th><td></td><td></td><td></td><td></td><td></td></tr><tr><th>CO3</th><td></td><td></td><td></td><td></td><td></td></tr></tbody></table>		PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	CO1						CO2						CO3					
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5																				
CO1																									
CO2																									
CO3																									
Pre-requisite	Basic Knowledge of English																								

Course Content	<p><b>Unit : 1 Preparing for Employment and Employability Skills</b></p> <p>1.1 Transition from education to employment  1.2 Preparing for employment  1.3 Preparing a road map for employment  1.4 Process of preparing CV  1.5 Group discussion  1.7 Importance of employability skills  1.8 Raising your employability quotient  1.9 Importance of researching your prospective workplace</p> <p><b>Unit : 2 : Communication and Correspondence at the Workplace</b></p> <p>2.1 Language and communication  2.2 Communication at the workplace  2.3 Formal , informal and non-verbal communication  2.4 Direction of flow communication  2.5 Communication , organizational culture and inter-personal relations  2.6 Importance of workplace correspondence  2.7 Types of correspondence  2.8 Mechanics of effective business correspondence  2.9 Tips for effective correspondence  2.10 The seven Cs of communication  2.11 Writing effective emails  2.12 Email etiquette  2.13 Personal touch in communication  2.14 Effective use of text message</p> <p><b>Unit : 3 : Presentation Skills</b></p> <p>3.1 Importance of presentation skills  3.2 Overcoming the fear of public speaking  3.3 Towards making effective presentations  3.4 A step-by-step approach to presentations  3.5 Planning the presentations  3.6 Gathering feedback  3.7 Making the presentation</p> <p><b>Unit : 4 : Team Work</b></p> <p>4.1 Importance of team work  4.2 Understanding team behavior  4.3 Team work as an employability skill  4.4 Team formation and development  4.5 Pooling competencies in a team  4.6 Significance of team spirit  4.7 Being an effective team player</p>
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Course Content	<p><b>Unit : 5 : Workplace Etiquette</b></p> <p>5.1 Etiquette in the modern workplace  5.2 Workplace etiquette – global and local culture sensitivity  5.3 Gender sensitivity  5.4 Importance of grooming  5.5 Etiquette in interaction  5.6 Netiquette</p>
Main Reading (TEXT BOOK)	Pillai Sabina, Fernandez Agna . <i>Soft Skills and Employability Skills</i> . New Delhi: Cambridge University Press, 2019 (Reprint) <b>(Section II : Employability Skills , From unit 8 to 14)</b>
Reference Books	<ol style="list-style-type: none"> <li>1. Paul Emmerson. <i>Business English –Handbook Advanced</i>.India:Macmillan Publishers,2007.</li> <li>2. Norman Whitby. <i>Business Benchmark</i>( Cambridge English). Cambridge University Press, 2014</li> <li>3. G. Damodar .<i>English for Communication</i>:Cambridge University Press,2021.</li> <li>4. Sanjay,Kumar.,Pushp, Lata., <i>Communication Skills</i> Oxford Higher Education,2<sup>nd</sup> Ed. OUP,2015.</li> <li>5. Kaul. <i>Effective Business Communication</i>, Pentice Hall:New Delhi.</li> <li>6. Robinson, Netrakanil and Shintre . <i>Communication Competence in Business English</i>, Orient Longman: Hyderabad</li> <li>7. Tengse,Ajay. <i>Sodt-Skills -A Textbook for Undergraduates</i>.Orient Blackswan 2015.</li> <li>8. Dhanvel,S.P. <i>English and Soft -skills</i> Orient Blackswan 2021.</li> <li>9.Jungeja,Om. Mujumdar Aarati. <i>Business Communication</i>.Orient Blackswan 2010.</li> <li>10.Parikh,J.P.Surve,Anshu.Swarnabharati,Behrinnwala,Asma. <i>Business Communication(Basic Concepts and Skills)</i> Orient Blackswan.2011.</li> <li>11. Samson,T.Alexander,Susan.Thomas Mary Sowmya.<i>Effective Business Communication</i>,Cambridge,2020.</li> </ol>
Teaching Methodology	Lectures, discussion, self study, seminars, case study , assignment, group activity, and psychometric tests.
Evaluation Method	30% Internal assessment 70% External assessment

**Distribution of Marks for University Examination**

Total 50 Marks

Question No	Question Type and Units	Marks	Weightage in %
1	<p>Answer any seven in brief. (7/10)</p> <p>Unit- 1- Preparing for Employment And Employability Skills</p> <p>Unit-2- Communication and correspondence at the Workplace</p>	14	28%
2	<p>Curriculum Writing. (1/2)</p> <p>Unit – 1 –Preparing for Employment and employability skills( <b>Also refer to appendix 1 given in the text book</b>)</p>	10	20%
3	<p><b>A. A Case study</b> ( Give any problematic situation and ask for its possible solutions) -(1/2)</p> <p>Units – 2- Communication and Correspondence At workplace</p> <p>Unit-4-Team Work</p> <p>Unit-5- Workplace Etiquette</p> <p><b>B. Write an email on the given subject.</b>(1/2)</p> <p>Unit – 2- Communication and the Correspondence at workplace</p>	08	16%
4	<p><b>A. Prepare a presentation with slides.</b> ½</p> <p>Unit – 3-Presentation Skills</p>	07	14%
	<p><b>B. Tick out the correct options.</b> 4/4</p> <p>Unit- 3- Presentation Skills</p> <p>Unit-4-Team Work</p> <p>Unit-5- Workplace Etiquette</p> <p><b>( Also refer to appendix 2 given in the text book)</b></p>	04	08%
	<b>Teachers and question-setters are instructed to adhere to the text, the paper style and the distribution of marks.</b>	Total 50	Total 100%


  
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**COURSE: 201: PERSONALITY DEVELOPMENT**

**B.B.A / SEMESTER 2**

**TEXTBOOK – *SOFTSKILLS & EMPLOYABILITY SKILLS* (CAMBRIDGE)**

Course Code	201																								
Course Title	Personality Development (Sem –II)																								
Credit	4																								
Teaching per Week	4 Hrs																								
Minimum weeks per Semester	15 (Including Class work, examination, preparation, holidays etc.)																								
Last Review / Revision	June- 2022																								
Purpose of Course	Making students aware about important soft skills, emotional intelligence and about civic responsibility to build up an overall growth of the students as an individual.																								
Course Objective	To teach soft-skills and personality development skills with a practical exposure of the same to make them proficient at the workplace and in a social set up. To bridge the gap between academia and Industry.																								
Course Outcomes	CO1 :Students will be able to know the importance and need of Soft-Skills and ways to cultivate the same.  CO2: Students will be able utilize and implement positive attitude and emotional intelligence for better performance in their day to day tasks at the workplace.  CO3 : Students will be trained to develop social awareness and civic responsibility thus playing a role in conservation of resources .																								
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Pre-requisite	Basic Knowledge of English																								

  
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Course Content

**Unit : 1 : Soft- Skills and Positive Attitude**

- 1.1 Meaning of soft skills
- 1.2 Soft skills versus hard skills
- 1.3 Importance of soft skills for success
- 1.4 Cultivating soft skills
- 1.5 The Power of Positive Thinking
- 1.6 Positive Self –talk
- 1.7 Self –esteem and positive attitude
- 1.8 Attitude in the Workplace
- 1.9 Building Positive Attitude
- 1.10 Testing Your Attitude
- 1.11 Adaptability

**Unit : 2 : Goal Setting and Time Management**

- 2.1 Understanding goal
- 2.2 What are SMART goals?
- 2.3 How does SMART goal setting work? Goal as commitment
- 2.4 Useful guidelines for goal setting
- 2.5 Tying personal and professional goals
- 2.6 Goals at the workplace
- 2.7 Cascading and types of goal
- 2.8 Time management
- 2.9 Prioritisation
- 2.10. Time stressors and time stealers
- 2.11 The time management matrix
- 2.12 Strategies for effective time management
- 2.13 The productivity pyramid
- 2.14 The four Ds of time management

**Unit : 3 : Emotional Intelligence**


- 3.1 Understanding Emotional Intelligence
- 3.2 Enhancing your emotional self-awareness
- 3.3 emotional intelligence and change management
- 3.4 Unfreezing the old, re-freezing the new
- 3.5 Change and stress
- 3.6 Emotional intelligence and crisis management

**Unit : 4: Leadership**

- 4.1 Qualities of a leader
- 4.2 Leadership and assertiveness
- 4.3 Problem-solving and decision - making
- 4.4 Approaches to problem-solving and decision- making
- 4.5 Brainstorming
- 4.6 Cause and effect analysis



Course Content	<b>Unit : 5 : Social Consciousness</b> 5.1 Meaning of social consciousness 5.2 Social awareness and civic responsibility 5.3 Social intelligence 5.4 Social inclusion 5.5 Social entrepreneurship 5.6 Environmental consciousness 5.7 Sustainable development and conservation of resources 5.8 Blog Writing to create social consciousness
Main Reading (TEXT BOOK)	Pillai Sabina, Fernandez Agna . <i>Soft Skills and Employability Skills</i> . New Delhi: Cambridge University Press, 2019 (Reprint) <b>(Section I : Soft Skills , From unit 1 to 7)</b>
Reference Books	1.Dorch, Patricia. <i>What Are Soft Skills?</i> New York: Execu Dress 2.Kamin, Maxine. <i>Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders</i> . Washington, DC: Pfeiffer & Company, 2013. 3.Klaus, Peggy, Jane Rohman& Molly Hamaker. <i>The Hard Truth about Soft Skills</i> . London: HarperCollins E-books, 2007. 4.Petes S. J., Francis. <i>Soft Skills and Professional Communication</i> . New Delhi: Tata McGraw-Hill Education, 2011. 5.Stein, Steven J. & Howard E. Book. <i>The EQ Edge: Emotional Intelligence and Your Success</i> . Canada: Wiley & Sons, 2006. 6. Board of Editors <i>Aspirations English for Careers</i> Orient Blackswan,2021. 7. Jungeja,Om. Mujumdar Aarati. <i>Business Communication</i> .Orient Blackswan 2010. 8..Shinde, Maithry. Shreenath, Jyotsna. <i>Life Skills and Personality Development</i> , Cambridge 2022.
Teaching Methodology	Lectures, Discussion, Self Study, Seminars, Case Study and Assignment
Evaluation Method	30% Internal assessment 70% External assessment


  
 Dr. G.K. Nanda



**Distribution of Marks for the University Examination****50 Marks**

<b>Question No</b>	<b>Question Type and Units</b>	<b>Marks</b>	<b>Weightage In %</b>
1	Answer any seven in brief. ( 7/10)  Unit-2- Attitude Unit-3-Goal setting Unit-5- Emotional Intelligence	14	28%
2	Answer anyone of the following in detail.  Unit -4 –Time Management Unit-7-Social Consciousness	12	24%
3	<b>A.</b> Case study ( Give any situation or a problem and ask to write down its possible solutions) -(1/2) Units – 1 –Soft Skills and You, Unit 6 - leadership  <b>B.</b> Blog writing ( Give any situation regarding social awareness , civic responsibility and environmental consciousness) (1/2)  Unit -5- Social Consciousness	07  07	14%  14%
5	<b>A.</b> Change following thoughts /assertions into positive one.(4/6) (Unit – 2- Attitude)  <b>B.</b> Prepare a test containing at least 8-10 points to analyse self / situation with possible score card. Unit -1- Soft Skills and You , Unit-3- Goal Setting, Unit-6 –Leadership	04  06	08%  12%

- **The teachers and question-setters are instructed to adhere to the text, the paper style and the distribution of marks.**

  
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