

# Gujarat University

K. S. School of Business Management and Information Technology  
[Five Years' (Full – Time) M.Sc. (CA&IT) Integrated Degree Course]  
First Year M.Sc. (CA&IT) (Semester - I)

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**Course Name: COMMUNICATION SKILL**

**Course Code: AEC- IMSCIT-115**

**Credits: 2**

**Course Outcomes:**

- The course is designed to enhance the writing skill of the students in the standard commercial field.
- It will elaborate their understanding for the basic business letter writing skill.

**Prerequisites:** No Prerequisites

Unit No.	Course Content	Hours	Credits
1	<b>Introduction to Communication (Theory)</b> <ul style="list-style-type: none"><li>• Definition of Communication</li><li>• Importance of Communication</li><li>• Process of Communication</li><li>• Objectives of Communication</li><li>• Barriers to effective Communication</li><li>• Verbal: Written, Oral</li><li>• Non-Verbal: Kinesis, Paralanguage, Proxemics</li><li>• Direction of Communication: Downward, Upward, Lateral or Horizontal, Diagonal</li></ul>	15	1
2	<b>Grammar &amp; Reading (Practical)</b> <ul style="list-style-type: none"><li>• Articles, Preposition, Verbs, Tenses, Part of speech, Auxiliary, Vocabulary Words</li><li>• Short Stories (Subject to change every year)</li></ul>	15	1

**References Books:**

1. Business Communication  
By V. K. Jain and Omprakash Biyani.
2. Business Communication  
By Rajendra pal and korlahally.
3. Business Communication  
By Urmila Rai and S. M. Rai.
4. Modern Commercial Correspondence  
By R. S. N. Pillai and Bagavathi.
5. Murphy's English Grammar  
By Raymond Murphy
6. A Textbook of English phonetics for Indian students  
By T. Balasubramanian

**Accomplishments of the student after completing the Course:**

After completion of this course Student would be able to

- Communicate commercially in the formal setup.