

Gujarat University

K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]

First Year B.B.A. (Sem - I)

Code: KS-MBA-AEC-115 A

Introduction to Communication Skill

Course Credit: 2

Instructions: The course is designed to enhance the ability of the students to communicate appropriately in formal setup. The course is included in the Ability Enhancement Compulsory Course of NEP. There will be approximately 30 to 35 hours direct teaching in the semester. At least two assignments in the semester would be given to the students in this subject.

Objective: Communication skill plays a vital role in today's challenging and competitive world. It is imperative for the students to get acquainted with the various modes of English namely speaking, reading, writing and listening. Simultaneously the grammar is very essential, be it in any mode of English. A good communicator always stands tall and different from the common crowd, and so communication skill course will enable them to be effective communicator.

Program Outcomes: The MBA program, offered by the institute, tries to develop analytical and strategic thinking, decision making ability and communication skills of the students. It tries to make them competent and responsible professionals to be able to become a part of the growing business and corporate sector of India. As India is slowly paving its way ahead and emerging as a global superpower, the young generation should be the agent of positive change and development of the country. The program provides knowledge, skills and proficiency to create well-read responsible graduates who are an asset for the society.

Course Outcomes: This course curriculum will enable the students to develop an understanding from the communication perspective. The verbal communication is necessary but many times developing non-verbal skill is also necessary. Overall, this course will enhance their communication potential.

Detailed Syllabus:

Module 1:

Introduction to Communication

[50%]

- Definition of communication
- Importance of communication
- Process of communication
- Objectives of communication
- Barriers to effective communication

Classification of communication

- Verbal
 - a) Written
 - b) Oral
- Non – Verbal
 - a) Kinesis
 - b) Paralanguage
 - c) Proxemics

Direction of communication

- Downward communication
- Upward communication
- Lateral or Horizontal communication
- Diagonal communication

Module 2:

[50%]

Grammar

- Tenses
- Articles
- Verbs
- Part of speech
- Preposition
- Auxiliary
- Vocabulary words

Reading

- Short Stories (Subject to change every year – As announced in the class)
- Paragraphs / Stories / Essays / Incidences – Comprehensions

Reference Books:

- Business Communication by V. K. Jain and Omprakash Biyani.
- Business Communication by Rajendra pal and Korlahally.
- Business Communication by Urmila Rai and S. M. Rai.
- Modern Commercial Correspondence by R. S. N. Pillai and Bagavathi.
- Murphy’s English Grammar by Raymond Murphy – A Textbook of English phonetics for Indian students by T. Balasubramanian.

Mode of Evaluation:

Continuous Evaluation 30%
Mid Semester Exam 20%
End Semester Exam 50%

Assessment Tools: Test, Quiz, Assignments, Presentation, Project etc.