

# GUJARAT UNIVERSITY SYLLABUS FOR F.Y BBA

## SEMESTER-II

### CORE COURSE – 113 Communication Skills

**Introduction:** On a daily basis we work with people who have different opinions, values, beliefs, and needs than our own. Our ability to exchange ideas with others, understand others' perspectives, solve problems and successfully utilize the steps and processes presented in this training will depend significantly on how effectively we are able to communicate with others. Hence it becomes imperative to have some understanding of the complex and dynamic structure of modern communication and develop communication skills.

**Objectives:** (1) To provide basic understanding regarding the Fundamentals and Forms of communication  
(1) To develop language skills.

Number of credits: 3

Lectures per week: 3

Total Sessions: 40

| Unit     | Weightage |
|----------|-----------|
| Unit I   | 25%       |
| Unit II  | 25%       |
| Unit III | 25%       |
| Unit IV  | 25%       |
| Total    | 100%      |

#### UNIT I: Fundamentals of Communication:

Hours: 10

9. Importance of Communication
10. Definition and process of communication and feedback in Communication
11. Barriers to effective Communication
12. Features of effective Communication

#### UNIT II: Forms of Communication:

Hours: 10

18. Types of Communication (Verbal and Non-verbal with sub-types)

19. Dimensions of Communication (Formal and Informal, Horizontal, upward, downward)
20. Listening and its Types
21. Computer as a medium of modern communication and ethics related to it.

#### UNIT III: Text

Hours: 12

Men of Steel: India's Business Leaders in Candid Conversation with Veer Sanghvi.

Author: Veer Sanghvi

Pub: Roli books, 2007.

Short Question-answers should be asked from the text.

#### UNIT IV: Language Skills

Hours: 8

- Business Idioms (as per list attached – marks allotted 3/14),
- Business Phrases (As per list attached – marks allotted 3/14),
- Paragraph Writing (Marks allotted 8/14)

#### Reference Books:

- E. Business Communication Today – By Bovee, Thill, Schazman
- F. Business Communication – by Pal and Korlahalli
- G. Business Communication – by S M Rai and U S Rai
- H. Business Communication – Meenakshi Raman and Sangeeta Sharma
- I. Business Communication – by Asha Kaul
- J. Contemporary Business Communication – Scott Ober
- K. Business Communication – By Sangeeta Magan
- L. Business Communication – by Meenakshi Raman and Prakash Singh (Case Method Approach)
- M. Business Communication – by N S Pradhan and Homai Pradhan
- N. Business Communication – by P D Chaturvedi and Mukesh Chaturvedi
- O. Modern Commercial Correspondence – by R S N Pillai and Bagavathi
- P. Enrich your English – by CIEFL (Academic Skills book)
- Q. Contemporary English Grammar – Raymond Murphy
- R. Essential English Grammar - Raymond Murphy
- S. Business Maharajas – Gita Parimal

### Suggested Topics for Seminars:

- H. Different Media of Communication (the students can write seminar papers on various media, i.e., social networking etc.)
- I. Cross Cultural Communication
- J. Methods to Initiate and Facilitate Feedback in the Modern World
- K. Problems faced by learners of English as a second language and their possible Solutions
- L. Comparative study of communication styles of various successful leaders.

Assessment to be done on the basis of quizzes, assignments and tests/exam. Quizzes and tests to be set from the syllabus itself. Suggested areas/topics for assignments:

### Suggested Topics for Assignments/Quiz:

- 1. Listening Comprehension
- 2. Case analysis to test the effectiveness of Communication (Unit 1 & 2)
- 3. Vocabulary from the text book. (Unit 3)
- 4. Contextual usage of idioms, phrases. (Unit 4)
- 5. Success Stories of Entrepreneurs (other than the text book)

### List of Business Idioms

- 1. Across the board = including everyone or everything
- 2. Banker's hours= short work hours
- 3. Big gun/cheese/wheel/wig= an important person, a leader
- 4. Calculated risk= an action that may fail but has a good chance to succeed
- 5. Company man= a person who always works hard and agrees with his employees
- 6. Cut corners= economize
- 7. Gain ground= go forward, make progress
- 8. Get a break= get an opportunity or good deal
- 9. In short-supply= not enough, in less than the amount or number needed

10. In the black= successful or making money
11. In the red= losing money, unprofitable
12. Sell like hotcakes= sell very quickly
13. Take a nosedive= collapse, fail, decrease in value
14. Tight spot= a difficult situation
15. Bitter pill to swallow= bad news; something unpleasant to accept
16. On top of trends= modern; aware and responding to the latest tastes
17. (To) pass the buck= to shift the blame; to blame somebody else
18. Mix business with pleasure= to combine work and social activities.
19. Go about your business = to do what you usually do
20. (To) keep one's eye on the prize= to stay focused on the end result
21. (To) keep something under wraps= to keep something secret
22. To dot your i's and cross your t's= to be very careful; to pay attention to details
23. (to) drum up business= to create business; to find new customers
24. (to) compare apples to oranges= to compare two unlike things; to make an invalid comparison
25. throw money at something= try to solve a problem by spending money on it

### List of Business Phrasal Verbs

7. bail out= help or rescue a person/company
8. break even= have expenses equal to profits
9. buy off= use a gift or money to divert someone from their duty or purpose
10. back out of = desert; fail to keep a promise
11. buy out= buy the ownership or a decisive share of something
12. close down= close permanently
13. cross out= eliminate
14. cut off = interrupt; sever; amputate
15. cut down = reduce in quantity
16. close out = sell the whole of something, sell all the goods
17. Call in= Ask to come to an official place for a special reason
18. Check into = Investigate
19. draw up =write; compose (a document)
20. figure out = find an answer by thinking about something

- 21. fall back on = use for emergency purpose
- 22. hold off = delay; restrain
- 23. kick back = money paid illegally for favourable treatment
- 24. run for = campaign for
- 25. spell out = enumerate; state in detail
- 26. take over = take control or possession of something, take charge or responsibility
- 27. work out = plan, develop
- 22. Write off = remove from a business record, cancel a debt
- 17. Shell out = To pay for something, usually something you would rather not have to pay for
- 18. Put aside = To save money for a specific purpose
- 19. Turn down = Decrease volume