



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Business Administration (General)

Semester – III

Course Code	UM03AEBBA01	Title of the Course	Corporate Communication-I
Total Credits of the Course	02	Hours per week	02

Course Objectives:	<ol style="list-style-type: none">1) To enhance active listening skills for improved communication, collaboration, and decision-making in corporate environments.2) To utilize listening as a strategic tool for conflict resolution, negotiation, and relationship-building in the workplace.3) To develop proficiency in various forms of communication including verbal, non-verbal, written, oral, and visual communication for effective business interactions.4) To analyze the merits and limitations of different communication modes and apply appropriate strategies for clear, professional, and impactful corporate communication.
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Course Content		
Unit No.	Description	Weightage (%)
1	Developing Effective Listening Skills: <ul style="list-style-type: none">• Introduction, Importance of Listening, Active and Passive Listening, Process of Listening, Advantages of Listening, Types of Listening, Effective and Ineffective Listening Skills, Barriers/Blocks to effective Listening, Guidelines for effective Listening, Role of Listening in Leadership Styles, Profile/Traits of a Good Listener (General questions/short notes may be asked)	50%
2	Communication: <ul style="list-style-type: none">• Introduction to Verbal, Non-Verbal and other Media of Communication• Written Communication: Merits and Limitations• Oral Communication: Merits, Limitations and Essentials• Face-to-Face Communication• Visual Communication (General questions/short notes may be asked)	50%



Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Practice active listening to improve workplace interactions, foster collaboration, and support informed decision-making.
2)	Implement effective listening strategies to handle conflicts, enhance negotiations, and build strong professional connections.
3)	Utilize different forms of communication, including verbal, non-verbal, written, oral, and visual methods, to convey messages effectively.
4)	Assess and apply suitable communication techniques to ensure clarity, professionalism, and impact in business settings.

Sr. No.	Suggested References:
1)	Essentials of Business Communication - Rajendra Pal and JS Korlahalli (Sultan Chand & Sons)
2)	Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (AR Sheth & Company, Mumbai)
3)	Business Communication - US Rai & SM Rai (Himalaya Publishing House, Mumbai)
4)	Developing Communication Skills - Krishna Mohan & Meera Benerji (Macmillan)
5)	Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition)
6)	Business Communication - Asha Kaul (Prentice Hall of India Pvt Ltd, New Delhi)
7)	Effective Business Communication - MV Rodriques (Concept Publishing House)
8)	Writing with a purpose - Champa Tickoo and Jaya Sasikumar (Oxford University)

	Press, Mumbai)
9)	Business Communication and Report Writing -RP Sharma and Krishna Mohan (Tata Mcgraw Hill 2002)
10)	Communication Skills - Sanjay Kumar & Pushp Lata (OUP)
11)	Business Communication second edition -Meenakshi Raman and Prakash Signh (Oxford University Press New Delhi)
12)	Business Communication Making Connection in a Digital World -Raymond V Lesikar, Marie E Flatley, Kathryn Rentz and Neerja Pande Eleventh Edition (Tata McGraw-Hill New Delhi)
13)	Developing Communication Skills - Krishna Mohan and Meera Banerji, second edition (Macmillan Publishers India Ltd Mumbai)

On-line resources to be used as and when required