



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S  
**R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT**

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tadjpore), Po: Afwa, Tal: Bardoli, Dist: Surat, Pin - 394620  
Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

**Program Name:** Integrated MBA  
**Level:** Under Graduation  
**Branch:** N.A.  
**Course / Subject Code:** 1BB0104  
**Course / Subject Name:** Business Communication - I

w. e. f. Academic Year:	2024-25
Semester:	I
Category of the Course:	Ability Enhancement Course (AEC)

<b>Prerequisite:</b>	
<b>Rationale:</b>	

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	To equip the students with basic knowledge of English Grammar and its usage.	R
02	To reinforce the importance of effective business communication for success in today's Business environment.	U
03	To enable students to draft important documents in business environment	A
04	To make the student understand the importance of listening as a part of effective communication	E
05	Understand the required etiquettes of written documents in professional field	U

\*Revised Bloom's Taxonomy (RBT)

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR		C	Theory		Tutorial / Practical	
			SEE (TH)		IAT	CCE	SEE (P)	
2	0	0	2	70	30	50	00	150



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SEE: Semester End Examination

IAT: Internal Assessment Test

CCE: Continuous and Comprehensive Evaluation

**Course Content:**

Unit No.	Content	No. of Hours	% of Weightage
1.	Fundamentals of grammar 1.Tenses 2.Preposition 3.Modal auxiliary 4.Articles	05	25%
2.	Effective Communication in Business <ul style="list-style-type: none"><li>• Concept ,Importance and benefits of effective communication,</li><li>• Components of communication,</li><li>• Forms of Communication &amp; Communication process,</li><li>• Role of Verbal &amp; Non-verbal Symbols in Communication,</li><li>• Barriers to Effective Communication &amp; Overcoming Communication Barriers,</li></ul>	05	25%
3.	Written communication skill <ul style="list-style-type: none"><li>• Use of idioms and phrases</li><li>• Comprehension</li><li>• Précis Writing</li><li>• Letter &amp; email Writing</li><li>• Memo writing</li></ul>	05	25%
4.	<b>Speaking Skill</b> <ul style="list-style-type: none"><li>• Need and importance of effective speaking</li><li>• Barriers of effective speaking</li><li>• Group discussion</li><li>• Role play</li><li>• Dialogue on various situation</li></ul>	05	25%
5.	<b>Practical:</b> Project/ presentation on any of the following Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations.	--	30 Marks



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	<b>Total</b>	<b>20</b>	<b>100</b>
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**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

**Evaluation:**

Students shall be evaluated on the following components:

A	Continuous and Comprehensive Evaluation	(Internal Assessment – 50 Marks)
	Practical activities suggested in Module V	30 Marks
	Class Presence & Participation	10 Marks
	Quiz	10 Marks
B	Internal Assessment Test	(Internal Assessment-30 Marks)
C	Semester End Examination	(External Assessment-70 Marks)

**References/Suggested Learning Resources:**

**(a) Books:**

1. Business communication by Lesikar Tata MacGraw Hill Publication 11 th latest addition
2. R. Intermediate English Grammar.New Delhi: Cambridge University by Murphy Indian Reprint 2005
3. Professional Communication Aruna Koneru Mc Graw Hill Latest Edition
4. Essentials of Business Communication Rajendra pal, J.S Korlhalli S Chand & Sons 11th edition
5. Advanced English for Non-native Learners B Mishara, Jadeja & Jishi.(O.U.P.)

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