

# SARDAR PATEL UNIVERSITY

Programme: BBA (GENERAL)

Semester: VI

Syllabus with Effect from: November/December-2013

## Theory

<b>Paper Code: UM06FBBA01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Business Etiquettes And Presentation Skills - II</b>	

Unit	Description in detail	Weighting (%)
I	<b>Essentials of Presentation</b> 1.Using Visual Aids for Presentation <ul style="list-style-type: none"><li>• Oral Presentation (Transparencies, graphs, charts, etc.)</li></ul> 2.Using Audio /Visual Aids for Presentation <ul style="list-style-type: none"><li>• Electronic Presentation (Multimedia/PPT)</li></ul> 3.Coping with Presentation fears 4.Non-Verbal aspects of Presentation	25%
II	<b>Intercultural Business Communication</b> Need and importance of Intercultural Business Communication Developing intercultural awareness Patterns of cultural differences Factors of cross cultural relationship	25%
III	<b>Business Etiquettes (Advanced)</b> Etiquettes in Written Communication. Interview Etiquettes: Preparation for an Interview, Factors of success in interview, Types of interview questions, non-verbal aspects of interview	25%
IV	<b>Negotiation Skills</b> Negotiation: Concept and Importance Stages in the Negotiation Process Strategies of negotiation: initial, during and reaching (closing)	25%

## Practical

<b>Paper Code: UM06FBBA01</b>	<b>Total Credit:3</b>
<b>Title Of Paper: Business Etiquettes And Presentation Skills - II</b>	

	Description in detail	Weighting (%)
I	Presentations (Oral or PPT) ( For Presentation a student may select any topic from social, academic, management and business related areas )	50%
II	Viva Voce (Based on the Presentation)	50%

### Basic Text & Reference Books:-

- Hasbany Ghassan: How to make winning presentation: Jaico Publication
- Antony Jay & Ross Jay: Effective Presentation, Universities Press (UP).
- David Robinson: Business Etiquettes, Kogan Page India Private Limited.



- H. Frazier Moore & Frank Kalupa: Public Relation, ninth edition, principles, cases and problems, Surjeet Publications, Delhi.
- Doctor, Rhoda A. & Doctor, Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- Herb Cohen: You can Negotiate anything, Jaico Publishing House
- Lesikar & Flatly : Basic Business Communication, Tata McGraw Hill Edition
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

