

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(Information Systems Management)**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

<b>Paper Code:</b> UM05FBBS02	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Business Etiquettes and presentation Skills - I	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Business Etiquettes</b> Business Etiquettes: Concept and Importance Etiquettes for: <ul style="list-style-type: none"> <li>• Meetings</li> <li>• Telephone/Cell phone conversations</li> </ul> Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External – suppliers and customers)	<b>25 %</b>
<b>2</b>	<b>Business Presentation</b> Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation	<b>25 %</b>
<b>3</b>	<b>Communication in Public Relation</b> Public Relation: Definition, Four elements of PR Forms of oral communication used in PR: Formal Speeches, Round, Table Conferences, Panel Discussions, Question and Answer Discussions. (Short notes may be asked) Publicity Media: News Paper, Radio, TV, Internet Crisis Communication: Concept and techniques to deal with crisis	<b>25 %</b>
<b>4</b>	<b>Organizational Communication</b> Definition and Meaning of Organizational Communication Basics of Organizational Communication Communication climate in an organization Intra-personal communication and interpersonal communication	<b>25 %</b>

**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 Business Communication**, Sheth Publishers Pvt. Ltd. Mumbai.
- Rajendra Pal & J S Korlahalli: **Essentials of Business Communication**, Sultan Chand & Sons
- Raman, Minaxi & Singh, Prakash: **Business Communication**, OXFORD
- Chaturvedi, P D & Chaturvedi, Mukesh: **Business Communication**, Second Edition, PEARSON.
- Ghanekar, Anjali, Dr.: **Essential of Business Communication Skills**, Everest Publishing House.

