

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: VI
Syllabus with effect from: DECEMBER 2013

Paper Code: UM06FBBS02	Total Credits: 3
Title Of Paper: Business Etiquettes and Presentation Skills – II	

Unit	Description in detail	Weightage (%)
	Objectives: To impart training to the students with a view to developing their communicative competence in English. To equip students with the skills necessary at the workplace.	25 %
1	Essentials of Presentation: Using Visual Aids for Presentation <ul style="list-style-type: none"> • Oral Presentation (Transparencies, graphs, charts, etc.) Using Audio /Visual Aids for Presentation <ul style="list-style-type: none"> • Electronic Presentation (Multimedia/PPT) Coping with Presentation fears Non-Verbal aspects of Presentation	25 %
2	Intercultural Business Communication: Need and Importance of Intercultural Business Communication, Developing Intercultural Awareness, Patterns of Cultural Differences, Factor of Cross Culture Relationship	25 %
3	Business Etiquettes (Advanced): 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 %
4	Negotiation Skills: Negotiation: Concept and Importance Stages in the Negotiation Process, Strategies of negotiation: initial, during and reaching (closing)	
	Practical:	
1	Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas)	50 %
2	Viva Voce (Based on the Presentation)	50 %

Basic Text & Reference Books:

- Hasbany Ghassan: **How to make winning presentation:** Jaico Publication
- Om P Juneja&AartiMajumdar: **Business Communication Techniques & Methods,** Orient BlackSwan.
- 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
- Herb Cohen: **You can Negotiate anything,** Jaico Publishing House
- Ghanekar, Anjali, Dr.: **Essential of Business Communication Skills,** Everest Publishing House
- Rajendra Pal & J S Korlahalli: **Essentials of Business Communication,** Sultan Chand & Sons
- Shirley Taylor & V. Chandra: **Communication for Business-A Practical Approach,** Pearson Publication
- P.D. Chaturvedi & Mukesh Chaturvedi: **Business Communication-Concepts, Cases, And Applications,** Pearson Publication
- Raman, Minaxi & Singh, Prakash: **Business Communication,** OXFORD
- Lesikar & Flately: **Basic Business Communication,** Tata McGraw Hill Edition.

