

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05FBBI02	Total Credit:3
Title Of Paper: Business Etiquettes and Presentation Skills-I	

Unit	Description in detail	Weighting (%)
I	Business Etiquettes Business Etiquettes: Concept and Importance Etiquettes for: Meetings Telephone/Cellphone conversations Etiquettes at Workplace (Internal - superiors, peers and subordinates) Etiquettes with Stakeholders (External - suppliers and customers)	25%
II	Business Presentation Importance and Role of Business Presentation Planning for Presentation Preparing and Practicing (Rehearsing) the Presentation Delivering the Presentation	25 %
III	Communication in Public Relation 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: Newspaper, Radio, TV, Internet Crisis Communication: Concept and techniques to deal with crisis	25 %
IV	Organisational Communication Definition and meaning of Organizational communication Basics of Organisational communication Communication climate in an organization Intra-personal communication and interpersonal communication	25 %

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.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Raman, Minaxi & Singh, Prakash: Business Communication, Oxford
- Chatruvedi, P D & Chatruvedi, Mukesh: Business Communication, Second Edition, Pearson.

