

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Theory

Paper Code: UM06FBBI01	Total Credit:3
Title Of Paper: Business Etiquettes and Presentation Skills-II	

Unit	Description in detail	Weighting (%)
I	Essentials of Presentation Using Visual Aids for Presentation Oral Presentation (Transparencies, graphs, charts, etc.) Using Audio /Visual Aids for Presentation Electronic Presentation (Multimedia/PPT) Coping with Presentation fears Non-Verbal aspects of Presentation	25%
II	Intercultural Business Communication Need and importance of Intercultural Business Communication Developing intercultural awareness Patterns of cultural differences Factors of cross cultural relationship	25 %
III	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 %
IV	Negotiation Skills Negotiation: Concept and Importance Stages in the Negotiation Process Strategies of negotiation: initial, during and reaching (closing)	25 %

Practical

Paper Code: UM06FBBI01	Total Credit:3
Title Of Paper: Business Etiquettes and Presentation Skills-II	

Unit	Description in detail	Weighting (%)
	Presentations (Oral or PPT) (For Presentation a student may select any topic from social, academic, management and business related areas)	50%
	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.
- Dr Rhoda A. & Dr.Aspi H: Principles and practices of Buisness Communication, Sheth Publishers Pvt. Ltd. Mumbai.
- Herb Cohen: You can Negotiate anything, Jaico Publishing House
- Lesikar & Flatley : Basic Business Communication, Tata McGraw Hill Edition
- Ghanekar, Anjali, Dr.: Essentials of Business Communication Skills, Everest Publishing House.

