

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: I
Syllabus with effect from: June 2014

Paper Code: UB01CBVB03	Total Credits: 5
Title Of Paper: Business Communication	

Unit	Description in detail	Weightage (%)
1	Introducing Business Communication: Concepts, Definition & Attributes of Communication Objectives Of business communication Process of communication Importance of effective communication in business	25 %
2	Business Etiquettes: Concept & Importance Etiquettes for: <ul style="list-style-type: none"> • Meeting • Telephone/ Cell phone Conversation Etiquettes at work place(internal-superiors, peers &subordinates) Etiquettes with stakeholders (external-Suppliers & customers)	25 %
3	Verbal & Non Verbal Communication: Verbal: <ul style="list-style-type: none"> • Characteristics & importance of verbal communication • Advantages & limitations of verbal communication Non Verbal: Kinesics, Proxemics, Chronemics, Paralanguage Advantages & Disadvantages of non verbal communication	25 %
4	Business Correspondence: Forms & Layout of business Letters of Enquiry , Complaints Reply and adjustments Sales Promotions letters Notice, agenda, Minutes of corporate meetings	25 %
	Practical:	
	The students are required to do Dictation, Narration, Listening Comprehension, Note Making/ Note Taking as given by concerned faculty	

Basic Text & Reference Books:

- Essentials of business communication - Rajendra pal & JS Korlahalli
- Developing Communication skills –Krishan mohan & Meera Benerji
- Effective Business Communication – Asha Kaul
- Communication Skills – Sanjay Kumar & Pushp Lata

