

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: IV
Syllabus with effect from: December 2015

Paper Code: UB04CBVB02	Total Credits: 5
Title Of Paper: Public Relations and Corporate Communication	

Unit	Description in detail	Weightage (%)
1	Attitude and emotional intelligence Importance of Attitude, Meaning of positive thinking and positive attitude Ways to build positive attitude, effects of negative attitude and measures to overcome in personal & professional life	25%
2	Vision, Goal setting & Time management Meaning of vision Doing things for the right purpose Setting and achieving goals Importance of goal setting Methods to achieve set goals General principles of stress management and time management	25%
3	Communication skills Significance, process of communication, forms, communication gap Listening skills, basics of managerial speaking skills Body language- how to develop matter for a speech Effective use of presentation aids Preparation of Resume, Gd & interview	25%
4	Career planning Career of planning Awareness of different Sources of information Choosing a career and career counseling.	25%
	Skill development Extempore speeches just a minute Role play	

Basic Text & Reference Books:

- Essentials of Business communication- Rajendra Pal & J S Korlahalli
- Effective Business Communication-Asha Kaul
- Communication skills- Sanjay kumar & Pushp lata
- The Functional aspects of Communication skills-Dr. P Prasad

Note: Latest Edition of Text books may be used.

Practical's Exposure of Subjects Arrangement s will be taken care by Concerned Subjects Teacher

