

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

<b>Paper Code:</b> UB03CBVB02	<b>Total Credits: 5</b>
<b>Title Of Paper:</b> Soft Skills for Business	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>Elements of communication</b> Meaning, importance, objectives of communication Process of communication, Types, Nonverbal communication-Body language, gestures, postures, Facial expression, Dress code. The cross cultural Dimensions of business communication Listening & speaking. Eliciting Response, Business and social etiquette	<b>25%</b>
<b>2</b>	<b>Public speaking</b> Importance, principles of effective speaking & presentations Speech for introduction of a speaker Speech for vote of thanks Occasional speech Use of technology	<b>25%</b>
<b>3</b>	<b>Interview Techniques</b> Importance Art of conducting and giving interviews Placement interviews Discipline interview	<b>25%</b>
<b>4</b>	<b>Meeting</b> Importance Participating and conducting group discussions Brain storming, e-meeting Preparing Agenda and minutes of the meeting	<b>25%</b>
	<b>Skill development</b> Draft your bio data Prepare your career plan	

**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**

