

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Export and Import Management)
Semester: I
Syllabus with effect from: June 2015

Paper Code: UB01FBVE04	Total Credits: 3
Title Of Paper: Business Communication – I	

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: <ul style="list-style-type: none"> • Kinesics, Proxemics, Chronemics, Paralanguage • Advantages & Disadvantages of non verbal communication 	25%
4	Business Correspondence: Forms & Layout of business Letter Letters of Enquiry, Complaints Reply and adjustments <ul style="list-style-type: none"> • Sales Promotions letters 	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

