

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

Paper Code: UB02FBVE04	Total Credits: 3
Title Of Paper: Business Communication – II	

Unit	Description in detail	Weightage (%)
1	Fundamental of Communication: Meaning, Importance & Objectives Principles of communication Techniques of effective communication Barriers of effective communication	25%
2	Types of Communication & Communication skills: Written - Oral - Face-to-face - Silence - Merits and limitations of each type Cross cultural dimensions of business communication technology and communication Ethical & legal issues in Business communication	25%
3	Business Letters: Need and functions of business letters Planning & layout of business letter Kinds of business letters - Essentials of effective correspondence	25%
4	Oral Communication: Meaning, nature and scope Principles of effective oral communication Techniques of effective speech Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV).	25%

Basic Text & Reference Books:

- Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep &
- Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra

