

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Insurance & Financial Marketing)
Semester: I
Syllabus with effect from: June 2015

Paper Code: UB01FBVI04	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 Sales Promotions letters	25%

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

