

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

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| Paper Code: UB02FBVI04 | 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
- Kothavade - Diamond Publications, Pune.

