



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 1st Semester
Branch: Sales and Marketing
Subject Name: Business Communication
Subject Code: 1112203

**With effective
from academic
year 2021-22**

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	ESE (E)	PA (M)	ESE (V)	PA (I)	
3	-	0	3	50	-	-	-	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Communication Skills & Negotiation Greetings & Introduction, Basic of verbal and non-verbal communication, styles of communication, learning assertive communication, handling criticism, Negotiation-negotiation in action getting to YES, Negotiation-Managing Disagreements and deadlocks, Building Self-esteem for effective communication, communication with customers & suppliers	10
2	Business Writing Skills Types of Business Correspondence, Professional Writing <ul style="list-style-type: none"> • Report Writing • Email Writing • Writing Business Proposal • Letter Writing and its types Writing an inquiry letter & its reply, order letter & its reply, sales letter, cover letter & job application letter	12
3	Professionalism & Relationship Management Professional Communication, Relationship Management, Creating great first impressions, Workplace Conversation – addressing colleagues/ superiors/ subordinates, types of customers, Workplace etiquettes- do's & don't, Conflict Management in the professional world – identify & Resolve conflicts	10
4	Public Speaking & Presentation Skills Introduction to Public Speaking, Components of a speech, Being skilled in Public Speaking, fear of Public Speaking, Science of paralanguage and ways to improve our vocal aspect, three categories in public communication, strategies to become a good speaker	10
	Total	42

Reference Books:

1. Business Communication by R.K. Madhukar; Vikas Publishing House Pvt Ltd
2. Managerial Communication by P. D. Chaturvedi & Mukesh Chaturvedi; Pearson Publishing House
3. Development of Human Skills by Dr Jayprakash N Chaube; Vision Publications



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4. Business Communication by Dr C S G Krishnamacharyulu Dr Lalitha Ramakrishnan;
Himalaya Publishing House
5. How to write and speak better, the Reader's Digest Association Ltd

Course Outcomes:

After learning the course the students should be able to:

1. Gain insights on all the aspects of business communication i.e. verbal, non-verbal and written.
2. Get a vision of the professional world, develop healthy relationships at the work place. Since they are future professionals they should also have knowledge of correct tools for public speaking and presentations.
3. Have high sense of self and dignifies ways of dealing with others.