



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 1<sup>st</sup> Semester**  
**Branch: Sales and Marketing**  
**Subject Name: Vocational Practical-2**  
**Subject Code: 1112206**

**With effective  
from academic  
year 2021-2022**

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
-	-	2	2	-	-	30	20	50

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

**Content:**

Sr. No.	Content	Hrs.
1	<ul style="list-style-type: none"><li>• <b>Communication Skills</b><ul style="list-style-type: none"><li>✓ Seven Cs of effective Communication</li><li>✓ Features of a good Listener</li><li>✓ Overcoming Communication Barriers</li><li>✓ Writing Business Letters, Resume and Job Applications, Business Memos, e-mails</li></ul></li></ul>	15
2	<ul style="list-style-type: none"><li>• <b>Presentation Skills</b><ul style="list-style-type: none"><li>✓ Removing Stage Fear</li><li>✓ Confidence Building</li><li>✓ Tone of Voice and Body Language</li><li>✓ Structure of Presentation (Introduction, Main Content, Summary)</li></ul></li></ul>	10
<b>Total</b>		<b>25</b>

**Course Outcomes:**

After learning the course the students should be able to:

1. Prepare different types of reports with appropriate format, order and language.
2. Identify specific areas for improving oral and written communication.
3. Formulate presentation in a proper and formal structure.
4. Prepare and deliver a speech to address a defined audience for a specific purpose.