

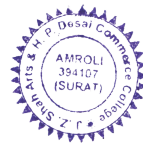
MANAGED BY JIVAN JYOT TRUST
**J.Z SHAH ARTS & H. P. DESAI COMMERCE
COLLEGE, AMROLI-SURAT.**

Re-Accredited B++ (CGPA 2.94) BY NAAC (3rd Cycle)
Affiliated To Veer Narmad South Gujarat University, Surat



Certificate Short Term Course in
“EFFECTIVE WRITING
&
PUBLIC SPEAKING”

Total Hours: 30 Hrs.



Oneherde
PRINCIPAL
Dr. K. N. CHAVDA
J. Z. SHAH ARTS &
H. P. DESAI COMMERCE COLLEGE
At & Po. AMROLI-394 107, ST.UTRAN(W.R.)
TA. CHORYASI, DIST. SURAT.

Values

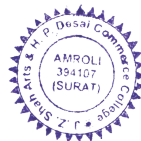
Integrity, transparency, accountability and credibility are the values we cherish and adhere to in all aspects of dealings with our Students.

Mission

To provide executive coaching and soft skills training in enhancing professionalism which act as a stepping stone and paves the path for a bright future.

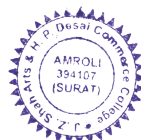
Objectives:

- Preparing students from campus to corporate jobs transition.
- To help students to improve their communication skills.
To bring positive changes in the attitude & behavior of the students.
- To impart career specific practical inputs along with personality development.
- To enhance the team work ability in the students
- To prepare students to excel to interview
- To improve motivation skill.
- To develop self-esteem.
- To help students in formulating CV.



Course Outcome:

- This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, warehousing etc., well trained professionals to meet the requirements.
- After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.
- Capability of the students to make decisions at personal & professional level will increase after completion of this course.
- Students can independently start up their own Business.
- Students can get thorough knowledge of finance and commerce.
- The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.



SYLLABUS AND TOPIC OF THE COURSE

S.Y.B.A. SEM-4

Duration: 30 Hours

PART-I (Effective Writing)

Unit	Course Inputs	Weightage
1	Principles Of Effective Writing	25%
2	Writing Essentials	25%
3	Business Writing	25%
4	Report Writing	25%



SYLLABUS AND TOPIC OF THE COURSE

S.Y.B.A. SEM-4

Duration: 30 Hours

PART-II (Public Speaking)

Unit	Course Inputs	Weightage
1	Introductory Speech	25%
2	Informative Speech	25%
3	Persuasive Speech	25%
4	Final Speech	25%



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