

3306

B.Com. III Year

BUSINESS COMMUNICATION AND SOFT SKILLS

1. Business Communication: Basic form, different models and process of communication, Theories of communication and audience analysis, Principles of effective Communication-7 CS of Communications, Types of Communication & Barriers to Communication with suggestions to overcome barriers.

2. Writing & Oratory Skills: Writing Communication- merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting. Kinds of business letters-request letter, good news letter and bad news letter, persuasive letter

Oratory Skills: Effective Oral Communication points for Consideration. Presentation Skills- using audio-visual aids, points for consideration in making effective presentation.

3. Preparing CV and interview Skills: Difference between Bio-data, CV and Resume, Preparing CV-Type & forms of C.V. Guidelines for Drafting C.V, Job Applications its types, forms and Contents.

Interview: Interviewing Skills, Preparing for interview-guidelines to interviewee and interviewer. Conducting & facing interviews. Mock Interview & Group Discussion.

4. Body Language & Mannerism: Body language-Postures, Positive body Language moves, Gestures & Expression. Kinesics, Proxemics, Sign Language, Colour Language. DO's & Don'ts. Mannerism-Table manners & Etiquettes, phone & internet manners.

5. Soft Skills: Analytical skills, working in team, initiative & leadership skills, stress and anger management, time management skills and honing the skills through management games.

Suggested Readings:

1. Chundawat, Kicha - Business Communication(RBD,Jaipur)
Body Language-Alter Pease
2. Business Communication- Asha Kaul
3. Business Communica
4. Business Communication- Bovee
6. Business Communication-Lesiker Petit
7. Effective Technical Communication- MA RizVI
8. Presentatin Skills for Managers-Jennifer & Mike Rotondo