

PAPER VA (Code No. 3306 A)

BUSINESS COMMUNICATION AND SOFT SKILLS

The objective of this course is to develop effective business communication skills among the students.

COURSE CONTENTS

1. Business Communication: Meaning, Definition, Features
Scope , Process and Importance of Business Communication. Essentials of effective Communication-7 CS of Communications, Types of Communication & Barriers to Communication with suggestions to overcome barriers.
2. Writing & Oratory Skills: Audience Analysis: Writing Communication- merits, demerits, types of written communication. Planning and writing Business message. Report Writing and essentials of good reporting.

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: Preparing CV-Type & forms of C.V. Guidelines for Drafting C.V., Job Applications its types, forms and Contents.

Interview: Preparing for interview-guidelines to interviewee and interviewer. Conducting & facing interviews. Mock Interview & GD
4. Body Language & Mannerism: Body language-Postures, Positive body Language moves, Gestures & Expression.
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 & Practicals.

Suggested Readings:

1. Body Language-Alter Peasee
2. Business Communication- Asha Kaul
3. Business Communica
4. Business Communication- Chundawat, Kheecha & Jain tion-M.J. Mathews
5. Business Communication- Bovee
6. Bussiness Communication-Lesiker Petit
7. Effective Technical Communication- MA RizVI
8. Presentatin Skills for Managers-Jennifer & Mike Rotondo