

102.BUSINESS COMMUNICATION & SOFT SKILLS

1. Business Communication: Meaning, Definition, Process and Importance of Business Communication. Essentials of affective Communication-7 CS of Communications, Types of Communication.
2. Verbal Communication:- Oral Communication: Types and Importance. Written Communication: Types and Importance. Cross Culture Communication in Organisation- Meaning and Importance, Power of Listening in Organisation.
3. Preparing C.V. and Interview Skills: Preparing CV-Types of C.V., Guidelines for Drafting C.V. for beginnersInterview: Preparing for Interview-Guidelines to Interview and Interviewer.
4. Body Language & Mannerism: Body Language-Postures, Positive Body Language Moves, Gestures &Expression. Do's & Don'ts.
5. Challenges to Business Communication with suggestion to overcome Barriers. Soft Skills: Meaning, Importance in Organisation. Types of Soft Skills, Communication Games, Industrial Case study on Communication gap.

Suggested Readings:-

1. Alter Peasee- Body Language.
2. AshaKaul- Business Communication.
3. Bovee- Business Communication.
4. Chundawat, Khicha& Jain -: Business Communication.
5. Ferrari, T., Bernard-: Power Listening: Mastering the most Critical Business Skill of All.
6. Jennifer and Mike Rotondo- Presentation Skills for Managers.
7. Lesiker Petit- Business Communication.
8. M.J. Mathews- Business Communication.
9. Mitra, K. Barun-: Personality Development and Soft Skills.
10. Riall, Nolan-: Communicating and Adapting Across Cultures.
11. Schnell, James-: Cross- Cultural Communication at Home and Abroad.