

Course No.	Course Name	L-T-P	Credits	Year of Introduction
02	Soft Skills I- Business Communication	0-2-0	0	2019-2020

Course code : ADD-SC-03

Course for 1<sup>st</sup> year PG

The objective of this course is to enable students have a basic knowledge of the recent developments in Information technology and its application in effective communication. The course also emphasize on personal grooming and development with due accentuation to soft skills development to transform the learners to employment ready youth.

#### Syllabus

Personal Grooming & Development, Presentation and Negotiation Skills,  
Levels of Public Interaction

#### Expected Outcome

6. Enhancement of the holistic growth of students and improvement of their employability skills.
7. To develop inter personal skills and be an effective goal oriented team player.
8. To develop professionals with idealistic, practical and moral values.
9. To develop communication and problem solving skills.
10. To re-engineer attitude and understand its influence on behavior.

#### References

4. Penrose, Rasberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
5. Lehman, DuFrene, Sinha, *BCOM*, 2/e, Cengage Learning, 2012
6. Madhukar R. K, *Business Communication*, 2/e, Vikas Publishing House

Unit	Topics	Hours allotted	Remarks
I	Self-Management Self Evaluation-Self Discipline-Self Criticism- Recognition of one's own limits and deficiencies - Independency- Self Awareness- Attitude: Factors influencing Attitude, Challenges and lessons from Attitude.	6	
II	Goal Setting : Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Medium Term & Life Time Goals	6	
<b>First Internal Examination</b>			

III	Listening Skills : Listening to specific Information, identifying main issues, seeing beyond surface meanings-Listening Tests based on British, American & Australian Accent	6	
IV	Ethics and Etiquette-Business Ethics-Etiquette in social as well as Office settings-Email etiquette-Telephone Etiquette, Telephone Etiquette Practical Classes	6	
<b>Second Internal Examination</b>			
V	Presentation Skills – Book Reviews, Movie Reviews and Summary writing	8	
<b>Final Examination</b>			

