Academic Year: 2021-22   Course Code: ADD-MS-05

Name of Faculty: Ms. DIVYA FRANKLIN

PERSONALITY DEVELOPMENT

Module No.	Title & Contents	No.of Hours
1	INTRODUCTION 1.1 Communication in a business environment 1.2 Types of Communication 1.3 Principles of Effective Communication	4
2	BUSINESS COMMUNICATION 1.1 Introduction to online communication 1.2 Email writing	3
3	NON-VERBAL COMMUNICATION 1.1 Introduction to Non-verbal Communication 1.2 Types of Non- verbal communication 1.3 Importance and Usage	3
4	LISTENING AND SPEAKING SKILLS 1.1 Developing Effecyive Listening Skills 1.2 Everyday Interactions 1.3 Group Discussions 1.4 Public Speaking 1.5 Conversations, Dialogues and debates	7
5	READING SKILLS 1.1 The Art of Effective Reading 1.2 Reading Comprehension	2
6	WRITING SKILLS 1.1 Note Making 1.2 Paragraph Writing 1.3 Essay Writing 1.4 Business Letters and Reports 1.5 Resumes	7
7	DYNAMICS OF PROFESSIONAL PRESENTATIONS 1.1 Introduction 1.2 Combating Stage Fright 1.3 Preparing Power Point slides	4

Course Outcomes:

1. Students are familiarised about the basics of Business Communication

2. Students are provided with practical lessons which will make them appreciate the application of this in the business environment.

3. Students learned about various sorts of Business Communication and application of the same.

4. Students will understand the usage of verbal communication and make them ready to face challenges of the Business world.

5. Students are familiarized on the importance on Non-verbal Communication and its usages.