

## **102 : Business Communication & Soft Skills**

1. Business Communication: Meaning, Definition, Features Scope, Process and Importance of Business Communication. Essentials of affective Communication-7 Cs of Communications, Types of Communication & Barriers to Communication with suggestion 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: Affective Oral Communication points for Consideration. Presentation Skills- using audio-visual aids.
3. Preparing CV and interview Skills: Preparing CV-Type o& forms of D.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 banning the skills through management games & fricative.

### **Suggested Readings:**

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