

202: Business Communication and Soft Skills

Unit-1

Business Communication: Meaning, Features, and process of business communication. Changing role of communication in business organization, Types of Business communication, Essentials of effective communication- 7 C's of Communications, Challenges to Business communication with suggestions to overcome barriers

Unit-II

Body Language and Business Etiquette: Body Language- Postures, Gestures, Body movements and Expressions, Importance of body language in business organization, Do's and Don'ts. Body language and culture, Business Etiquette-: Mannerism at workplace, gender issues, Do's and Don'ts

Unit-III

Written and Oral Communication: Written Communication- Merits and Demerits, types of written communication, Report Writing, Business letters, Writing of C.V., Oral Communication- Importance, business presentation, Points to consider for presentation.

Unit-IV

Interpersonal and Group Communication: Interpersonal Communication- Meaning, Importance, Ways to improve interpersonal communication. Group Communication- Advantages, Disadvantages, Group communication at different levels in business organization, Challenges in group communication

Unit-V

Skills and Social Media - Teamwork, Group Discussions, Power of Listening and speaking, Analytical and cognitive skills, Stress and Anger management, Impact of social media on business communication, points to consider for online communication

Suggested Readings:

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

203: Business Statistics Using Excel

Unit-1

Graphical presentation of Data: Bar charts, Pie charts, Histogram, Histogram with unequal class interval

Unit-2

Measures of Central Tendency: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Percentile and quartiles, average from frequency distribution, weighted average

Unit-3

Measures of Dispersion

Unit-4

Measures of Skewness, Time Series: Trend estimation, moving average

Unit-5

Linear Correlation, Linear regression

Suggested Readings

1. Albright,S.C., Winston W.L. and Zappe.C, “ Data analysis and decision making with Microsoft excel”, Dusbury Press London
2. Davis Glyn and Pecar Branko, “Business Statistics Using Excel”, Oxford University proess
3. Whigham,D , “Business Data Analysis using Excel”, Oxford University Press.

204: Practical Business Communication and Soft Skills

Unit I

Individual Presentation on various topics related to course contents

Unit II

Group Discussion on burning topics related to social, economy, political etc.

Unit III

Extempore, Debate

Unit IV

Essay Writing on contemporary issues

Unit V

Practicals on reading, writing and listening skills of English language

205: Microsoft Office Lab-2

Unit-1

M.S. Office Tools: Digital certificate, Language setter, Security of Documents, Setting Language for documents

Unit-II

Micro soft outlook, Picture management, Management emails folders , Rules for incoming, out of office emails, archival

Unit-III

Micro soft Publisher: Introduction, Create an advertisement, Bio data/ Resume and Invitation Card

Unit-IV

Excel Programming: Programme Report for expenses claims, Tax Return

Unit-IV

Office on lines: Use cloud for all office work and use cloud for all repertories