

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 honing the skills through management games & Practicals.

Suggested Readings:

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

3.5 FUNDAMENTALS OF ENREPRENEURSHIP -(Code No. 3822-B)

Objective

It provides exposure to the students to the entrepreneurial Culture and industrial growth so as to preparing them to set up and manage their own small units.

COURSE CONTENTS

Unit – I

Introduction : The entrepreneur, Definition, Emergence of Entrepreneurial class, Theories of entrepreneurship, Role of socio-economic environment, Characteristics of entrepreneur, Leadership, Risk taking, Decision-making and business planning.

Unit – II

Promotion of a Venture : Opportunities Analysis, External environmental analysis – economics, social and technological, competitive factors, Legal requirements for establishment of a new unit and raising of funds, Venture capital sources and documentation required.

Unit – III

Entrepreneurial Behaviour, Innovation and Entrepreneur, Entrepreneurial behaviour and Psycho-theories, Social responsibility.

Unit – IV