

## **3.2 SOFT SKILLS FOR BUSINESS**

**OBJECTIVE:** To develop both Oral and written communication skill concerning organizational and Business issues

### **Unit 1: ELEMENTS OF COMMUNICATION**

**06 Hours**

Meaning, Importance, objectives & Principles of Communication, types and forms of communication, Process, impediments of effective communication, strategies for effective communication.

### **Unit 2: NONVERBAL COMMUNICATION**

**10 Hours**

Body Language, Gestures, Postures, Facial Expressions; Dress codes, The Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of Eliciting Response, Probing Questions, Observation, Business and social etiquettes.

### **Unit 3: PUBLIC SPEAKING - IMPORTANCE OF PUBLIC SPEAKING SPEECH COMPOSITION**

**10 Hours**

Principles of Effective Speech & Presentations. Technical speeches & Non-technical presentations. Speech of introduction of a speaker - speech of vote of thanks - occasional speech - theme speech. Moderating programs Use of Technology

### **Unit 4: INTERVIEW TECHNIQUES**

**08 Hours**

Importance of Interviews, Art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews - exit interviews.

### **Unit 5: MEETINGS**

**06 Hours**

Importance, Meetings opening and closing Meetings Participating and Conducting Group discussions, Brain Storming, E-Meetings

### **Unit 6: BUSINESS COMMUNICATION**

**10 Hours**

Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes Circulars & notices.

### **Unit 7: CARRIER PLANNING**

Awareness of different carrier sources of information, choosing a carrier, carrier counseling, and Resume preparation preparing for group discussion

### **SKILL DEVELOPMENT**

1. Conduct a mock meeting and draft minutes of the meeting,
2. Draft a letter of enquiry to purchase a laptop.
3. Draft your bio-data.

### **BOOKS FOR REFERENCE**

- 1) Soft Skills of Personality Development: C. G. G Krishnamacharyulu & Lalitha
- 2) Lesikar, R. V. & Flatley, M. E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw. Hill Publishing Company Ltd. New Delhi.
- 3) Rai & Rai: Business Communication Himalaya Publishing House
- 4) Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
- 5) M.S. Rao : Soft Skills - Enhancing Employability I. K. International
- 6) Rao & Das : Communication Skills
- 7) Adair, J. (2003). Effective Communication. Pan Mcmillan.
- 8) Thill, I. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGrawHill, New York.
- 9) Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
- 10) Sharma S.P. & Others, Business Communication
- 11) Rajkumar, Basic of Business Communication
- 12) Banerjee : Soft Skills Business and Professional Communication, J.K. International