Professional Communication (BVORAD-401)

UNIT 1

Recognizing and Understanding Communication Styles: Passive Communication, Aggressive Communication, Passive-Aggressive Communication, Assertive Communication, Verbal and NonVerbal Communication, Barriers and Gateways to Communication.

UNIT 2

Listening Skills: Types of Listening (theory /definition), Tips for Effective Listening Academic Listening- (lecturing), Listening to Talks and Presentations, Basics of Telephone communication

Writing Skills: Standard Business letter, Report writing, Email drafting and Etiquettes, Preparing Agenda and writing minutes for meetings, Making notes on Business conversations, Effective use of SMS, Case writing and Documentation.

UNIT 3

Soft Skills: Empathy (Understanding of someone else point of view), Intrapersonal skills, Interpersonal skills, Negotiation skills, Cultural Aspects of Communication.

UNIT 4

Group Communication: The Basics of Group Dynamics, Group Interaction and Communication, How to Be Effective in Groups, Handling Miscommunication, Handling Disagreements and Conflicts, Constructive Criticism.

REFERENCE BOOKS

-Mckay, M., Davis, M. & Fanning, P.(2008). Messages: The Communication Skills Book, New Harbinger Publications

-Perkins, P.S., & Brown, L. (2008). The Art and Science of Communication: Tools for effective communication in the workplace, John Wiley and Sons

-Krizan et al (2010). Effective Business Communication, Cengage Learning.

-Scot, O. (2009). Contemporary Business Communication, Biztantra, New Delhi.

-Chaney & Martin (2009). Intercultural Business Communication, Pearson Education