GOKARAJU RANGARAJU
INSTITUTE OF ENGINEERING AND TECHNOLOGY

BUSINESS COMMUNICATION AND SOFT SKILLS

Course Code: GR15A1024   L:0 T:0 P:2 C:2
I Year I Semester

Prerequisites: Familiarity with basic language and communication skills.

Course Objectives: This Course is common to first year branches of UG Engineering. At the end of the course the student is expected to
- Recognize the role and importance of language and communication skills.
- Know about the importance of formal communication.
- Equip with critical thinking, writing, listening and acquires the ability to work in teams.

Course Outcomes
- Understand the role and importance of various forms of communication skills and will learn to make use of them in their respective professional fields.
- Present themselves in various formal social and professional situations.
- Shall meet the requirements of corporate communication.

Unit-I
Just A Minute (JAM): Introduction to public speaking, analyzing and assimilating ideas, audience, voice modulation, Pronunciation and enunciation.

Unit-II
Phonetics: Introduction to speech sounds; identification of sound symbols; vowel and consonants

Unit-III
Roleplay: Introduction to role play; situation handling; non-verbal communication

Unit-IV
Debate: Introduction and features of Debate; Types of Debate; Understanding critical thinking; building sustainable arguments; assessing credibility of the argument; overcoming obstacles

Unit-V
Describing a Person, Situation, Process and Object: Introduction to techniques of clear, brief and impersonal description to a listener or reader.

Unit-VI
Letter Writing: Manual and Emailing, types and formats, content and body of the letter. Email etiquette.

Unit-VII
Report Writing: Formats and types of reports

Unit-VIII
Mind Mapping: Assimilation of thoughts, expansion of ideas on central idea, suggesting parameters to carry forward the thinking process without deviation.

Reference Books
1. Business Communication; Hory Sankar Mukerjee; Oxford University Press
2. Business Communication; Meenakshi Raman, Prakash Singh; Oxford University Press
3. English and Soft skills; SP DHanavel; Orient Blackswan
4. Soft Skills for Everyone; Jeff Butterfield; Cengage Learning
5. Communication Skills; Viva Career Skills Library
6. Personality Development and Soft Skills; Barun K Mitra; Oxford University Press
7. Six Thinking Hats, Penguin Books, Edward De Bono
8. English for Engineer's; Aeda Abidi, Ritu Chaudhry; Cengage Learning
9. Communication Skills ; Sanjay Kumar , Pushpalatha; Oxford University Press
10. Business English : The Writing Skills you need for today's work place: Geffner, Andrea: Fifth edition, Barron's Educational Series, Newyork

Software Used
1. Sky Pronunciation Suite
2. Clarity
3. Mastering English