

BUSINESS COMMUNICATION AND SOFT SKILLS

Subject Code: GR14A1024

I Year II Sem

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Pre Requisites: 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

1. Recognize the role and importance of language and communication skills.
2. Know about the importance of the formality in communication.
3. Equip with critical thinking, writing, listening and acquires the ability to work in teams.

Course Outcomes:

1. Understand the role and importance of various forms of communication skills and will learn to make use of them in their respective professional fields.
2. Present themselves in various formal social and professional situations.
3. 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 Role play: 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 etiquettes

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