

Course Code:FMSSBC102

Course Title: Personality development and communication

Total Hours: 32

Course Objectives:

- To develop inter personal and effective communication skills.
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals.

Course outcome:

- After studying this course, students will be able to understand the importance of oral and written communication in day-to-day working of the organisation.
- After studying this course, students will be able to develop inter personal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication

Course Content:

UNIT 1: (8 Hours)

Introduction, Need for Communication, Process of Communication, Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication, Inter-cultural, Intra-cultural, Cross-cultural and International communication, Communication through Questionnaires, Business Letter Writing, Electronic Communication.

UNIT 2: (8 Hours)

Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing and Delivering the Presentations, Use of Audio-visual Aids, Report Writing.


UNIT 3: (8 Hours)

Barriers to Communication, Improving Communication Skills, Preparation of Promotional Material, Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language, Importance of Listening, Emotional Intelligence. Working individually and in a team, Leadership skills, Leadership Lessons, Team work and Team building, Feedback, Feed forward Interpersonal skills - Delegation, Humour, Trust, Expectations, Values, Status.

UNIT 4: (8 Hours)

Negotiation Skills, Types of Negotiation, Negotiation Strategies, Selling skills - Selling to customers, Selling to Superiors Selling to peer groups, team mates and subordinates, Conceptual selling, Strategic selling, Selling skills - Body language.


Dean
Faculty of Management Studies
Gopal Narayan Singh University
Jamuahar (Rohtas) District


Coordinator
IQAC (NAAC)
Gopal Narayan Singh University
Jamuahar, Sasaram, Rohtas (Bihar)