

MSDP 301: Personality Development and Communication**Total Hours: 30****Learning Objectives:** The Learning Objectives of this course are as follows:

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

Learning outcomes: The Learning Outcomes of this course are as follows:

- 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 interpersonal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication.

SYLLABUS**Unit I:****7 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 II:**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 III:**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, Teamwork and Team building, Feedback, Feed forward Interpersonal skills Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role in building teamwork Conflict Management - Types of conflicts, how to cope with conflict.


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Unit IV:**7 Hours**

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

Text & References:

- Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
- Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
- Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing.

Note: Latest edition of the readings may be used.


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