

SEC: MS 308: PERSONALITY DEVELOPMENT AND COMMUNICATION

Course Objective:

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

Learning Outcomes:

- Understand the importance of oral and written communication in day-to-day working of the organisation
- Develop inter personal skills and problem-solving skills
- Understand the role of body language in effective communicate

Course Contents:

Unit I

(3 Weeks)

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

References:

Kushal Jin-Business Communication,VK India,Chapter 1,2,11,18

Unit II

(3 Weeks)

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.

References:

Kushal Jin-Business Communication,VK India,Chapter 16,17

Unit III

(4 Weeks)

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

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building, Feedback, Feed forward Interpersonal skills – Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role in building team – work Conflict Management – Types of conflicts, how to cope with conflict.

References:

Kushal Jin-Business Communication, VK India, Chapter 5,7

Krishnamacharyulu C.S.G, Ramakrishnan Lalitha-Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing, Chapter 6

Unit IV

(2 Weeks)

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.

References:

Corvette Budjac-Conflict Management: A Practical Guide to Developing Negotiation Strategies, Pearson, Chapter 2,4,5,6

Text Books:

1. Kushal Jin-Business Communication, VK India.
2. Krishnamacharyulu C.S.G, Ramakrishnan Lalitha-Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing.
3. Corvette Budjac-Conflict Management: A Practical Guide to Developing Negotiation Strategies, Pearson.

Additional Readings:

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

Note: Latest edition of the readings may be used.

Teaching Learning Process:

Lectures, Role plays, Presentations, Group Discussions, Case studies

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Assessment Methods:

Practical + Internal assessment - 50 marks

Written exam - 50 marks

Keywords:

Process of Communication, Non Verbal Communication, Negotiations, Interpersonal skills