

Communication skills



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DBA 7105 Communication skills

UNIT I COMMUNICATION IN BUSINESS - Systems approach- forms - functions and

principles of communication - management and communication- communication patterns - barriers to communication - interpersonal perception – SWOT analysis -Johari

Window -Transactional Analysis.

UNIT II NON-VERBAL AND INTERCULTURAL COMMUNICATION - Importance of

non-verbal communication - personal appearance - facial expressions- movement-posture – gestures - eye contact –voice - beliefs and customs- worldview and attitude.

UNIT III ORAL COMMUNICATION - Listening - types and barriers to listening - speaking -planning and audience awareness - persuasion- goals - motivation and hierarchy of

needs - attending and conducting interviews-participating in discussions, debates - and conferences - presentation skills- paralinguistic features -fluency development strategies

UNIT IV BUSINESS CORRESPONDENCE - Business letter - principles of business writing-memos -e-mails – agendas- minutes- sales letter- enquiries- orders- letters of complaint -claims and adjustments- notice and tenders- circulars- letters of application and résu mé.

UNIT V BUSINESS PROPOSALS AND REPORTS - Project proposals- characteristics and

structure- Project reports – types- characteristics,-structure-Appraisal reports – performance appraisal, product appraisal- Process and mechanics of report writing-visual aids- abstract - executive summary- recommendation writing- definition of terms.

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