

**3RD SEMESTER
SKILL ENHANCEMENT COURSE (SEC)**

BBA318S2: COMMUNICATION SKILLS & PERSONALITY DEVELOPMENT

CREDITS: THEORY: 02, TUTORIAL: 02

THEORY: 02 CREDITS

COURSE OBJECTIVE: The objective of the course is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of Organisational effectiveness,

UNIT-I:

Techniques in Personality development a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning, Transactional analysis.

UNIT-II:

Personality Development: Leadership; Leadership styles, Transactional & transformational leadership. Leadership & personality.

TUTORIAL: 02 Credits

UNIT-I:

Written communication: Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.

UNIT-II:

Communication skills a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Negotiating Skills d) Team Building and public speaking

SUGGESTED READINGS:

1. William Sanborn Pfeiffer & T.V.S Padmaja: Technical Communication: A Practical approach, Pearson.
2. Raymond V. Lesikar & John D Petitt: Business Communication: Theory and application, Dame Publications.
3. Stephen P Robbins: Organizational Behaviour, Pearson.