

Institute of Management Studies, Ghaziabad
DCA / CCA (CSC Academy Programmes)
COMMUNICATION & SOFT SKILLS
Course Outline

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COURSE OBJECTIVE :

The course is aimed at endowing the students with the necessary techniques and skills of communication to make them perform as per the expected corporate guidelines. The main aim is to make the students familiar with the nuances of effective communication along with the significance of oral, written, visual and audio-visual forms of communication.

COURSE OUTCOMES :

- The students will get familiar with the basics of communication skills
- They will learn about effective use of body language, gestures and postures.
- They will be good at writing business letters, emails, minutes of meeting and other business correspondence.
- They will learn basic business etiquettes.

COURSE OUTLINE

<u>Sessions:</u>	10
<u>Hours: 10</u>	

SESSION 1: Basics of Communication Skills

- Process of communication
- Dos and don'ts of communication
- Forms of Communication – Formal & Informal

SESSION 2: Basics of Managerial Communication

- Levels/Channels of Communication
- Barriers to Communication

- Importance and objectives of communication

SESSION 3: Four Pillars of Effective Communication

- Listening
- Speaking
- Reading
- Writing

SESSION 4: Nonverbal Communication

- Body Language
- Gestures
- Postures

SESSION 5: Ingredients of Professional Communication

- 7C's of Written Communication
- Email Writing

SESSION 6: Ingredients of Professional Communication

- Notice for Meeting
- Agenda for Meeting
- Minutes of Meeting,

SESSION 7: Business Letters

- AIDA approach to writing business letters
- Types of business letters
- Standard format of a Business Letter

SESSION 8: Résumé Writing

- Resume V/s CV
- Chronological and Functional Résumé
- Preparing a Résumé

SESSION 9: Personal Grooming & Business Etiquettes

- Personal grooming

- Video call etiquettes
- Net Etiquettes

SESSION 10: Employability Skills

- Group Discussion
- Interview

Text Book:

1. Rizvi, M. Ashraf. Effective Technical Communication, McGraw Hill, Chennai

Suggested Readings:

1. Kumar, Sanjay. & Lata, Pushp. Communication Skills, Oxford University Press, India.
2. Ludlow, R. & Panton, F. The Essence of Effective Communication. PHI.
3. Munter Mary, Guide to Managerial communication, PHI.
4. Smeltzer, Managerial Communication. McGraw Hill.
5. Chhabra T.N. Business Communication: Concepts and Skills, Sun India Publications
6. Pandey, M.K., Magical Book Series Analytical Reasoning, BSC Publishing Co Pvt Ltd
7. Agarwal, Dr. R.S., A Modern Approach to Verbal & Non Verbal Reasoning, S. Chand.

Note: Latest edition of the readings may be used.