

CCA-103: Communication & Soft Skills

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

At the end of this course, student should be able to:

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

Course Outline

Unit I Basics of Communication Skills

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

UNIT II Basics of Managerial Communication

Levels/Channels of Communication, Barriers to Communication, Importance and objectives of communication

UNIT III Four Pillars of Effective Communication

Listening, Speaking, Reading, Writing

UNIT IV Nonverbal Communication

Body Language, Gestures, Postures

UNIT V Ingredients of Professional Communication – Part 1

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7C's of Written Communication, Email Writing

UNIT VI Ingredients of Professional Communication - Part 2

Notice for Meeting, Agenda for Meeting, Minutes of Meeting

UNIT VII Business Letters

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

UNIT VIII Résumé Writing

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

UNIT IX Personal Grooming & Business Etiquettes

Personal grooming, Video call etiquettes, Net Etiquettes

UNIT X Employability Skills

Group Discussion, Interview

Reference books

S.No	Name of the book	Author/Authors	Publisher
1.	Business Communication: A Practical Oriented Approach	Shalini kalia & Shailja Agarwal	Wiley
2.	Communication Skills & Soft Skills: An Integrated Approach	E.Suresh Kumar, P.Sreehari, J.Savithri	Pearson
3.	Business Communication : Skills, Concepts & Applications	P.D.Chaturvedi, Mukesh Chaturvedi	Pearson
4.	Communication Skills for Campus Placements	Uma Maheshwari	Wiley
5.	Communication Skills	Kumar, Sanjay. & Lata, Pushp	Oxford University Press, India.

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Additional Links for reference:

- McGraw Hill E Books

<http://mcgrawhilleducation.pdn.ipublishcentral.com>

- National Digital Library of India

<https://ndl.iitkgp.ac.in/>