**Keertika Lotni**

**Semester IV, SEC: Personality Development and Communication**

**Session- Jan – May 2024**

**Class type (2L+2Practical)**

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| **S. No.** | **Name of Course/Paper/Unit/Topic** | **Week/ Month wise schedule to be followed** | **No. of Tests/ Assignments/ Presentation** |
|  | **UNIT-** I  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 | **Jan-Feb**  Introduction to the theory of communication.  Importance of Listening  Oral communication- Meaning, Features & Importance | Ungraded discussions and writing activities on all units. |
| **UNIT-** II  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. | **March-April** |  |  |
|  | **Unit III**  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 building, Feedback, Feed forward Interpersonal skills – Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role inbuilding team – work Conflict Management – Types of conflicts, how to cope with conflict. | **Feb-March** |  |  |
|  | **Unit IV**  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. | **April- May** |  |  |