

BBA II Year	BBA-S301/302/402		Semester-V/VI		
	Personality Development & Communication Skills				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	04	50

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

- Techniques in Personality development a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning **(15 Hours)**
- Written communication,: Grammar usage and style in professional writing, Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing. **(15 Hours)**
- Oral communication: principles of successful oral communication, necessary guidelines, barriers. Important aspects of oral communication, oral communication and electronic media. **(10 Hours)**
- Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building e) public speaking f) Negotiation skills g) Business etiquettes. **(10 Hours)**

SUGGESTED READINGS:

1. Baugh, Frrayer & Thomas (1995). *How to write first class Business Correspondence*. New Delhi: MacGraw Hills.
2. Borg J, (2008). *Body Language (7 easy lessons to master the silent language)*. New Delhi: Pearson Education.
3. Chaturvedi, P D & Chaturvedi, M (2004). *Business Communication (Concepts, Cases and Applications)*. New Delhi: Pearson Education.
4. Hudson, R.H.,(2006) *.Business Communication;5th Edition*. Mumbai: Jaico Publishing House.
5. Kitty, L. & Kaczmarek (2010). *Business Communication, Building Critical Skills*. New Delhi: McGraw. Hill.
6. Krishna Mohan & Meera Banerji (2000) . *Developing Communication Skills*. New Delhi: Macmillan India Ltd.
7. Lesikar, R.V., Flatley, M.E., Rentz, K. and Pande, N.(2008). *Business Communication: Making Connections in a Digital World;11th Edition*. New Delhi: Tata McGraw. Hill.
8. Murphy Herta A & Peck (1997). *Effective Business Communications*. New Delhi: Tata McGraw. Hill.
9. Chopra, R.K. & Chopra, A. (2009). *Office Management*. New Delhi: Himalaya Publishing House.
10. Ober,S.(2007) *.Contemporary Business Communication*. New Delhi: PHI.
11. Treece, Malra,(1994) . *Successful Business Communication*. Boston: Allyn and Bacon.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.