

BBA I Year	BBA-A205		Semester-II		
	Personality Development and Communication Skills				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	03	30

	Course Outcomes:	Mapped Program Outcomes
CO.1	Remember, understand and recall the fundamentals techniques in personality development	PO.1, PO.2, PO.3
CO.2	Understand and apply key writing rules to make writing effective.	PO.1, PO.2, PO.3, PO.7, PO.8
CO.3	Understand and apply key presentation rules to make presentation effective.	PO.3, PO.4 , PO.5, PO.6
CO.4	Understand and apply key public speaking rules to make public speaking effective.	PO.3, PO.5, PO.6
CO.5	To develop student's personality into a more confident and business-oriented professional.	PO.5, PO6, PO7, PO8

- Techniques in Personality development a) Self-confidence b) Mnemonics c) Goal setting d) Time Management and effective planning **(8 Hours)**
- Written communication,: Grammar usage and style in professional writing, Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing. **(6 Hours)**
- Oral communication: principles of successful oral communication, necessary guidelines, barriers. Important aspects of oral communication, oral communication and electronic media. **(8 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. **(8 Hours)**

SUGGESTED READINGS:

1. Borg J, (2022). *Body Language (7 easy lessons to master the silent language)*. New Delhi: Pearson Education.
2. Chaturvedi, P D & Chaturvedi, M (2019). *Business Communication (Concepts, Cases and Applications)*. New Delhi: Pearson Education.
3. Hudson, R.H.,(2016) .*Business Communication;5th Edition*. Mumbai: Jaico Publishing House.
4. Kitty, L. & Kaczmarek (2019).*Business Communication, Building Critical Skills*. New Delhi: McGraw Hill.
5. Lesikar, R.V., Flatley, M.E., Rentz, K. and Pande, N.(2018). *Business Communication: Making Connections in a Digital World;11th Edition*. New Delhi: McGraw Hill.

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.

