

**AECC-2 Business Communication & Personality Development**  
**Credit: Theory-4 + Tutorial-1**  
**Contact hrs: 50**

**Objective:** This course will help the students to develop their personality – presentation, etiquette, soft skills and communication - in such a way that they are considered fit for the business environment.

**UNIT I:**

Business Communication – Basic concepts; Purpose of Communication; Process of Communication; Types of Communication. **STUDY THEORY COVERED IN CLASS**

**UNIT II: EXERCISES DONE – PRACTICE EXERCISES FROM ANY STANDARD GRAMMAR BOOK OR ONLINE – LEVEL SECONDARY TO HIGHER SECONDARY**

Recap of language skills – grammar & vocabulary

LSRW rules in Communication –

Listening – active vs. passive (Talk less, listen more);

Speaking – Speech vs pronunciation; Brief speeches

Reading – Focus on the structure not on the theme alone; Comprehension

Writing – Paragraph, Summary, Proof reading. **(PRACTICE PARAGRAPH WRITING AS DONE IN CLASS)**

**UNIT III :**

Letter writing – recap **FORMAL & INFORMAL FORMATS COVERED IN CLASS. PLEASE PRACTICE.**

Effective CV writing skills- Characteristics of fresher resume, drafting CVs - objective, designing of different layouts, relevant headings, identification of CV points, writing skill for delivering complete information, process for better presentation, delivery & submission process. **PRACTICE WRITING YOUR OWN CV IN THE FORMAT DISCUSSED IN CLASS**

**UNIT IV: PLEASE READ NOTES ADDED**

Personality Development – concept; self-awareness; body language, time management

**UNIT V: PLEASE READ NOTES ADDED & PRACTICE WITH FRIENDS**

Internet - components; www working, browsing, searching, saving; Email - creating, receiving, reading, responding, attachments, signature, junk mail and sending messages.

**Suggested Readings:**

- 1.Kaul, A; Effective Business Communication;Prentice Hall
- 2.Sherfield, R M; Montgomery, R H & Moody, G P; Cornerstone Developing Soft Skills; Pearson
- 3.Soundararaj, F.; Speaking & Writing for Effective Business Communication; MacMillan India Ltd.
4. Balausbramanyam;Business Communication;Vikas Publishing House, New Delhi.
- 5.Chaturvdei and Chaturvedi; Business Communication: Concepts, Cases and Applications; Pearson Education.

**IN CASE THERE IS ANY DOUBT OR YOU WANT TO HAVE ANYTHING CHECKED BY ME, SEND AN E-MAIL TO [ahmedparveen2003@yahoo.co.in](mailto:ahmedparveen2003@yahoo.co.in). IN THE SUBJECT LINE PLEASE WRITE THE COURSE CODE OR SEMESTER 2.**

**STAY SAFE. STAY INDOORS.**

**DR. PARVEEN AHMED ALAM**