

# SOFT SKILLS FOR BUSINESS



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## Short Description

**BANGALORE UNIVERSITY SOFT SKILLS FOR BUSINESS**

## Description

**SOFT SKILLS FOR BUSINESS SOLVED PAPERS AND GUESS**

**Product Details: SOFT SKILLS FOR BUSINESS**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2018-19**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other BANGALORE UNIVERSITY book solutions now mehta solutions brings top solutions for **BANGALORE UNIVERSITY SOFT SKILLS FOR BUSINESS**

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### **3.2 SOFT SKILLS FOR BUSINESS**

#### **OBJECTIVE:**

The objective is to develop both oral and written communication skills relating to

organizational and

Business issues

Unit 1: ELEMENTS OF COMMUNICATION 14Hrs

Meaning, Importance, Objectives & Principles of Communication, , Process, impediments of effective communication, Strategies for effective communication. Types and forms of communication

Nonverbal Communication- Body Language, Gestures, Postures, Facial Expressions, Dress codes, The

Cross Cultural Dimensions of Business Communication, Listening & Speaking, Techniques of Eliciting

Response, Probing Questions, Observation, Business and social etiquette.

Unit 2: PUBLIC SPEAKING 10 Hrs

Importance of Public Speaking and Speech Composition - Principles of Effective Speaking& Presentations.

Technical speeches & Non-technical presentations. Speech for introduction of a speaker - Speech for vote

of thanks -Occasional speech - Theme speech. Moderating programs - Use of Technology

Unit 3: INTERVIEW TECHNIQUES 08 Hrs

Importance of Interviews, Art of conducting and giving interviews, Placement interviews - discipline

interviews - Appraisal interviews – Exit interviews.

Unit 4: MEETINGS 08Hrs

Importance of Meetings -Opening and Closing Meetings - Participating and Conducting Group discussions.

Brain Storming, e– Meetings, preparing agenda and minutes of the meeting

Unit 5: BUSINESS COMMUNICATION 16Hrs

Business Letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints,

Claims & Adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and

persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter

of Reference. Memos, Minutes, Circulars & Notices.

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