



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

Course: Business Communication Skills:

Summary

Course Status :	Upcoming
Course Type :	Elective
Duration :	8 weeks
Last Date for Enrollment :	28th Feb 2023
Start Date :	1 st March 2023
End Date :	30 th May 2023
Exam Date :	15th June 2023
Category :	Management
Credit Points :	2
Level :	Undergraduate/Postgraduate

Course Layout

Week 1: Attitudes

Attitudes 1.1 Introduction - 1.2 Attitude and Behavior - 1.3 Structure of Attitude - 1.4 The function of attitude - 1.5 Formation of attitude - 1.6 Strength of Attitude - 1.7 Importance of attitude - 1.8 Steps in Developing Positive Attitude - 1.9 Measuring Attitude - 1.10 Summary - 1.11 Self-Assessment Questions - -

Week 2: Goal Setting

Goal Setting 2.1 Introduction - 2.2 Concept of goals, objectives and aims - 2.3 Timeline for Goals - 2.4 Characteristics of goals - 2.5 Importance of goals - 2.6 Significance of goals - 2.7 Activity in goal setting - 2.8 Common obstacles of goals achievement - 2.9 Techniques to achieve goals - 2.10 Summary - 2.11 Questions - -

Week 3: Time Management

Time Management 3.1 Introduction - 3.2 Importance of effective Time management techniques - 3.3 Significance of effective time management techniques - 3.4 What is Time management? - 3.5 Barriers to effective time management - 3.6 Time management tools and techniques - 3.7 Summary - 3.8 Self-assessment questions - -

Week 4: Stress Management

Stress Management 4.1 Introduction - 4.2 Why is Stress created? - 4.3 Definition of Stress - 4.4 Types of stress - 4.5 Stress Management Techniques - 4.6 Why to manage stress effectively? - 4.7 Sources of stress - 4.8 Stress coping ability - 4.9 Measures to manage stress - 4.10 Principles of stress management - 4.11 Summary - 4.12 Self-assessment question - -

Week 5: Communication Skills

Communication Skills 5.1 Introduction - 5.2 Definition of Communication - 5.3 Significance of Business Communication - 5.4 Proper Selection of Means of Communication - 5.5 Communication Gap - 5.6 Communication Skills - 5.7 Summary - 5.8 Self-Assessment - -

Week 6: Process of Communication

Process of Communication 6.1 Introduction - 6.2 Process of Communication - 6.3 Feedback is a key for effective communication - 6.4 Guidelines to effective communication - 6.5 Forms of Communication - 6.6 Summary - 6.7 Self-Assessment - -

Week 7: Body Language

Body Languages 7.1 Introduction - 7.2 Concept of Body Language - 7.3 Types of Body Language - 7.4 Uses of Body Language - 7.5 Effects of Positive Body Language at Workplace - 7.6 Body Language – Postures and Interpretation - 7.7 How your body language alters your state of mind? - 7.8 Summary - 7.9 Self-Assessment Questions - -

Week 8: Emotional Intelligence and Interpersonal Communication

Emotional Intelligence 8.1 Introduction - 8.2 Concept and Definitions - 8.3 Elements of Emotional Intelligence - 8.4 Organizational Application - 8.5 Conflict Management - 8.6 Summary - 8.7 Self-Assessment Questions, Interpersonal Communication 9.1 Introduction: interpersonal communication - 9.2 Communication and Emotion - 9.3 Definition of Interpersonal Communication - 9.4 Significance of Interpersonal Relationships and communication - 9.5 Enhance your interpersonal communication and relationships - 9.7 Self-Assessment Question Listening Skills 10.1 Introduction - 10.2 Concept of Listening - 10.3 Significance of listening. - 10.4 Types of listening - 10.5 Listening skills - 10.6 Benefits of listening - 10.7 Summary - 10.8 Self-assessment questions

Books and References

- Business Communication for Managers by Payal Mehra

Certificate Course

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2023**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

CRITERIA TO GET A CERTIFICATE

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning