



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

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

## ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

### Online Course: Business Communication Skills

#### Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 <sup>th</sup> Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/-

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

#### 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 -  
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### **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

- Business Communication: Skills, Concepts, and Applications by PD Chaturvedi

#### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS – (MCQ Type)
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.