

School of Business, Public Policy and Social Entrepreneurship

Ambedkar University Delhi

Course Outline

Course Code: SBP2MB128

Title: Business Communication and Personality Development

Type of Course: Compulsory

Cohort for which it is compulsory: MBA (First Year)

Cohort for which it is elective: None

No of Credits: 2

Semester and Year Offered: Semester – I (Slot 2) October 3, 2018– December 7, 2018

Course Coordinator and Team: Kalindi Maheshwari

Email of course coordinator: kalindi@aud.ac.in

Pre-requisites: None

Aim: The objective of this course is to help participants to develop communication skills, discover what business communication is all about and learn how to adapt their communication experiences in life and college to the business world.

Brief description of modules/ Main modules:

Unit 1: Introduction to Business Communication
Unit 2: Effective Listening skills and Feedback
Unit 3: Interpersonal Skills and Styles of Communication
Unit 4: Business Communication at Work Place
Unit 5: Personality Development
Unit 6: Oral communications

Assessment Details with weights:

1. Articulation/ Expression Assessment 25%
2. Presentation Skills 25%
3. Personality Assessment 25%
4. End Term 25%

Reading List:

- i. Courtland.H., Bovee, J., Thill, V. and Trivedi, M. (2009) *Business Communication Today*, 9th edition, Pearson Education.
- ii. Murphy, H., Hildebrant, H. and Thomas, J. (2008). *Effective Business Communication*, 7th edition, Tata McGraw Hill Education.
- iii. Theobald, T. (2011). *Develop Your Presentation Skills*, Kogan page Limited.
- iv. Roldan, A. (1993). *A Workbook on Personality Development and Character Building*. AR Skills Development and Management Services (SDMS), Paranaque City, Metro Manila.

ADDITIONAL REFERENCE:

Additional Readings and Cases for each session will be circulated during the duration of the course.