

BBA4.8: Business Skills

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hours	32 hours

Pedagogy: Classroom lectures, Group Discussion, Seminars, Assignments and Mock Interviews.

Course Objectives: To equip students with essential business communication and soft skills, enabling them to communicate effectively in professional settings, develop a confident and adaptable personality, and perform successfully in interviews, group discussions, and workplace interactions.

Course Outcomes: On successful completion of the course, the Students will be able

1. Demonstrate effective verbal and non-verbal communication in business settings.
2. Apply critical thinking and problem-solving techniques to business situations.
3. Exhibit professional etiquette in written and oral communication.
4. Work effectively as part of a team and manage time efficiently.
5. Prepare for and participate in interviews, presentations, and group discussions.

Module No 1: Fundamentals of Business Communications	12 hours
Importance and Types of Communication, Verbal and Non-Verbal Communication, Barriers to Effective Communication and Overcoming them, Business Etiquette and Professionalism – Email, Telephone Etiquette, Approaches, Workplace.	
Module No. 2: Soft Skills for Business Professionals	10 hours
Personality Development and Positive Attitude, Emotional Intelligence in the Workplace, Self-confidence, Motivation and Goal Setting, Leadership Skills and Adaptability, Case Study on Successful Business Personalities.	
Module No. 3: Interviews Skills and Group Discussions	10 hours
Interview Preparation, Types of Interviews and Common Questions, Group Discussions – Techniques and Etiquette, Role Plays and Business Simulation Exercises, Time and Stress Management Techniques.	

Skill Development Activities:

1. Role-play different business scenarios to practice verbal and non-verbal communication.
2. Conduct personality self-assessments and share insights.
3. Participate in mock interviews with peer and instructor feedback.

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Chairman


BOS in Management (UG)
Kuvempu University
Jnanasahyadri
Shankaraghatta-577 45
Dist. Karnataka

Reference Books:

1. Developing Communication Skills – Krishna Mohan & Meera Banerji McMiln India Ltd New Delhi.
2. Business Communication – Dr. C.B. Gupta, Sultan Chand and sons
3. Personality Development and Soft Skills – Barun K. Mitra- Oxford University Press (OUP India)
4. Business Communication Today – Courtland L. Bovee and John V Thill- Pearson Education
5. Online tools – Grammarly, LinkedIn Learning, Coursera Soft Skill Courses

Note: Latest edition of books may be used.

See 8X Break! 




Chairman
BOS in Management (UG)
Kuvempu University
Jnana Sahyadri
Shankaraghatta-577 451
(Shimoga Dist. Karnataka)