

**COMMUNICATION SKILLS AND GENERAL MANAGEMENT**

**Unit I**

Art of presenting one self: Introduction to interview, types of interview, guidelines, preparations for interview, specific interview. Dress code at interview, do's and don'ts at the interview, conduct at interview. Basics of body language, body postures at interview. Creating resume, personal hygiene.

**Unit II**

Art of public speaking: What is public speaking, strategies to fight, stage fright preparing for speech, techniques of speech, Addressing the crowd.

**Unit III**

The art of letter drafting and communication: ABC of Good letter drafting, organizing a letter, layout variations, structuring the letter, good and bad news letter. The communication process, oral communication, principles of effective business communication, listening and skills to improve listening habits. Effective telephone usage and etiquettes.

**Unit IV**

Office etiquette's and procedures: Office etiquette's towards seniors, subordinates, and guests. Business card etiquettes, Dinner etiquettes, time management.

**Unit V**

Management: Definition, functions of management, principles of management.

**Reference:**

1. Quiz, Zane, Margaret Johns and Dennish Mott, Introduction to Business Communication, Prentice Hall of India Private Ltd, 1981.
2. Easey M. Fashion Marketing, Blackwell Sciences, 1994.