

**Skill Development Course for Master of Management Studies Students:  
Business Communication & Corporate Etiquettes**

<b>Semester</b>	<b>II</b>		
<b>Title of the Course</b>	Business Communication & Corporate Etiquettes		
<b>Type of Course</b>	Value Added		
<b>Credits</b>		<b>Duration</b>	30-40 hrs.

<b>Learning Objectives</b>	
1	To understand the scope, relevance & key components of effective communication in business
2	To learn essentials of soft skills enhancement with special emphasis on grooming etiquette critical to business world.
3	To enhance and practice effective communication skills w.r.t. placement effort

<b>Pre-requisites if any</b>	Knowledge of basic English
<b>Connection with subjects in the current or future courses</b>	Closely connected with Effective and Management Communication & Personal Grooming/ Personal Effectiveness

<b>Sr. No.</b>	<b>Content</b>	<b>Hrs. of instruction</b>	<b>Activity</b>	<b>Course Outcome (CO)</b>
1	Meaning, scope, significance & verticals of effective communication in business	2 hrs.	Discussion+ video+ case study method	The students understand key components of verbal communication (with special reference to recruitments) and its application
2	Development of self as a brand: what defines you as a professional?	2 hrs.	Lecture+ discussion+ video	
3	Resume building: components + actual resume creation. Statement of purpose: ideological development.	4 hrs.	Lecture + examples + actual activity	
4	Profile building: LinkedIn as an important tool.	4 hrs.	Lecture+ actual profile building	
5	Group Discussions: nature and assessment parameters in recruitment process; mock group discussion from placement POV	2 hrs.	Lecture method+ mock Group discussion	



*B. Chmukh*

Director  
PTVA's Institute of Management  
Chitraker Kerkar Marg,  
Behind M. L. Dahanukar College,  
Vile Parle (E), Mumbai-400 057.

6	Personal Interview: Dos and don'ts, types of questions posed + mock interviews.	4 hrs.	Discussion method+ examples, case study+ activity	
7	Nonverbal communication (special focus on gestures, postures, pitch, and tone)	2hrs	discussion+ examples	The students understand key components of non-verbal communication (with special reference to soft skills) and its application
8	Dressing styles for corporate: what does your style connote about you?	2hrs	discussion+ case study	
9	Business etiquettes: special focus on dining etiquettes and etiquettes appropriate for interviews, meetings etc.	2hrs	Discussions + case studies	
10	Content creation for social media: what does your online presence say about you?	2hrs	Discussion+ case study	
11	Lateral and critical thinking, continuous learning & skill development: why it's critical in job places today.	4 hrs.	Discussion+ case study	
12	Integration of learnings about verbal and non-verbal communication for personal development.	2hrs	Discussion+ case study	
13	Informal communication: its importance in corporate spaces + active listening, its importance and relevance in corporate	2 hrs.	Discussion+ activity+ case study	
14	Drafting emails: an important art	2 hrs.	Discussion + activity	
15	Summarization: a key skill for managers: written and verbal summarization	4 hrs.	Discussion + activity	



### Reference Books & Articles

Title	Author/s
The Secrets of Successful Communication: A Simple Guide to Effective Encounters in Business (Big Brain vs. Little Brain Communication)	Kevin T. McCarney

*B. Schmitt*

Director  
PTVA's Institute of Management  
Chitrakar Kerkar Marg,  
Behind M. L. Dahanukar College,  
Vile Parle (E), Mumbai-400 057.

Start with Why	Simon Sinek
Professional Communication Skills	Aruna Koneru
Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results	Judith E. Glaser
The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience	Carmine Gallo
<b>Nonverbal Communication: Science and Applications</b>	
The Definitive Book of Body Language	Barbara Pease
Applied Crisis Communication and Crisis Management: Cases and Exercises	W. Coombs

**Gradation rubrics:**

- A continuous evaluation pattern will be used. 3 to 4 tests will be conducted in the process of the coursework.
- Students who have **more than 50% marks and more than 50% attendance** shall be **certified as 'successfully completed and qualified'**.
- Students who have **less than 50% marks, but more than 50% attendance** shall get **completion certificate**.
- Students with **less than 50% attendance** shall **not be given any certificate** irrespective of the status of their marks.

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*Beshmukh*

Director  
 PTVA's Institute of Management  
 Chitraker Ketkar Marg,  
 Behind M. L. Dhanukar College,  
 Vile Parle (E), Mumbai-400 057.