



PTVA's Institute of Management

(Approved by AICTE, DTE and affiliated to University of Mumbai)
Chitrakar Ketkar Marg, Behind M. L. Dahanukar College of Commerce,
Vile Parle (East), Mumbai – 400 057.

Tel.: 022-31061594/31099598, Email: admin@ptvaim.com, Web: www.ptvaim.ac.in
ISO 9001:2015 Certified Institute & Accredited by NAAC

BUSINESS COMMUNICATION 2018-19

PARTICULAR	DETAILS
Course duration	30 Hours; Offline (09/10/2018 to 15/11/2018)
List of students who have enrolled along with name and signature of students	Link to the scanned records:
Course objectives	<ul style="list-style-type: none"> To understand the scope, relevance & key components of effective communication in business To learn essentials of soft skills enhancement with special emphasis on grooming etiquette critical to business world. To enhance and practice effective communication skills w. r. t. placement effort
Curriculum of the Program	<ol style="list-style-type: none"> 1 Meaning, scope, significance & verticals of effective communication in business 2 Development of self as a brand: what defines you as a professional? 3 Resume building: components + actual resume creation. Statement of purpose: ideological development. 4 Profile building: LinkedIn as an important tool. 5 Group Discussions: nature and assessment parameters in recruitment process; mock group discussion from placement POV 6 Personal Interview: Dos and don'ts, types of questions posed + mock interviews. 7 Nonverbal communications (special focus on gestures, postures, pitch, and tone) 8 Dressing styles for corporate: what does your style connote about you? 9 Business etiquettes: special focus on dining etiquettes and etiquettes appropriate for interviews, meetings etc. 10 Content creation for social media: what does your online presence say about you?



Dehmu
Director
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	<p>11 Lateral and critical thinking, continuous learning & skill development: why it's critical in job places today.</p> <p>12 Integration of learnings about verbal and non-verbal communication for personal development.</p> <p>13 Informal communication: its importance in corporate spaces + active listening, its importance and relevance in corporate</p> <p>14 Drafting emails: an important art</p> <p>15 Summarization: a key skill for managers: written and verbal summarization</p>
Assessment Procedure	Continuous evaluation pattern, assignments, and role plays
Resource Person	Ms Ridhima Mahabal




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