

<b>COURSE TITLE</b>	<b>SOFT SKILLS II</b>
<b>COURSE CODE</b>	<b>04GB0307</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Apply strategic business communication principles by utilizing persuasion, negotiation, and emotional intelligence to solve workplace challenges
- 2 Analyze digital and global communication trends to effectively engage in cross-cultural and technology-driven business interactions.
- 3 Evaluate executive and managerial communication techniques to deliver compelling presentations, corporate narratives, and leadership messages.
- 4 Create professional business documents, personal branding strategies, and ethical communication frameworks to enhance career prospects.
- 5 Effectively communicate across digital and global platforms, leveraging cross-cultural insights, AI tools, and crisis management techniques to enhance business outcomes and leadership presence.

**Pre-requisite of course:**Basic Knowledge of English

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Strategic Business Communication</b> High-Impact Business Communication, Persuasive Communication, Negotiation and Conflict Resolution, Emotional Intelligence in Business Communication	15
2	<b>Digital &amp; Global Business Communication</b> Cross-Cultural Communication in Business, Digital & Virtual Communication, AI and Business Communication, Crisis Communication and Reputation Management:	15
3	<b>Executive &amp; Managerial Communication</b> Professional Business Presentations, Corporate Storytelling, Leadership Communication, Public Speaking and Media Handling	15
4	<b>Business Communication for Career Excellence</b> Personal Branding and Social Media Presence:, Advanced Business Writing, Interview and Group Discussion Mastery, Ethical and Legal Aspects of Business Communication	15
<b>Total Hours</b>		<b>60</b>

**Textbook :**

- 1 Business Communication: Skills, Concepts & Applications, P.D. Chaturvedi & Mukesh Chaturvedi, Pearson Education India, 2020
- 2 Effective Business Communication, Asha Kaul, PHI Learning Pvt. Ltd., 2019

**References:**

- 1 Business Communication: Process & Product, Business Communication: Process & Product, Mary Ellen Guffey & Dana Loewy, Cengage Learning, 2018
- 2 Excellence in Business Communication, Excellence in Business Communication, John V. Thill & Courtland L. Bovee, Pearson, 2022

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 Case Based Learning, Project Based Learning, Flipped Classroom, Collaborative Learning

**Supplementary Resources:**

- 1 • <https://www.themuse.com/advice/fashion-style>
- 2 • <https://www.forbes.com/personal-branding/>
- 3 • <https://greatergood.berkeley.edu/>
- 4 • <https://www.mindtools.com/agespp/emotional-intelligence.htm>
- 5 • <https://sloanreview.mit.edu/topic/sustainable-business/>
- 6 • <https://www.bcorporation.net/>
- 7 • <https://hbr.org/topic/leadership>
- 8 • <https://www.ccl.org/articles/leading-effectively-articles/>