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SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous)
Kanuru, Vijayawada – 520 007
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)
(Permanent affiliation to JNTUK, Kakinada)
(Effective for students admitted into first year MBA in 2012-13)

BA1L1-Communication Skills Lab

1. Significance of communication in Business
2. Verbal and non verbal Communication
3. Barriers of Communication,
4. Effective Interpersonal Communication
5. Cross Cultural Communication\
6. Presentation Skills
7. Meeting Skills
8. Telephone Communication
9. Introductions to Phonetics
10. Situational Dialogues/ Role Play
11. Group Discussions
12. Power Point Presentations
13. Interview Skills/ Mock Interviews
14. Business Letters

Reference Books:

1. Bhaskara Rao V and Kameswari Y, “Successful Career - Soft skills and Business English, Personality and Career plan”, B S Publications, New Delhi.
2. Butterfield J, “Soft Skills for Everyone”, Cengage Learning, New Delhi.
3. Dalmar Fisher, “Communication in Organizations”, JAICO Publishing House, New Delhi, 2007.
4. Krizan, “Essentials of Business Communication”, Cengage Learning, New Delhi.
5. Meenakshi Raman & Prakash Singh, “Business Communication”, Oxford University Press, New Delhi.
6. Sanjay Kumar, Pushp Lata, “Communication Skills”, Oxford University Press, New Delhi
7. Sathya Swaroop Debasish, Bhagaban Das, “Business Communication”, PHI Private Limited, New Delhi, 2009.
8. Subbarao P, Anita Kumar B and Hima Bindu C, Business Communication, Cengage Learning, New Delhi.