

Syllabus of General Management and Communication Skills – I Course

General Management

Introduction to General Management – Planning, Organizing, Staffing, Directing, Control; Role and responsibilities of Managers at different levels.

Developing Personal Traits

Attitude & Values, Motivation – self and others, Time management, Planning & prioritizing.

Business Communication

Business Communication - Writing Skills, Letter Writing, Essay Writing, Writing Minutes, Articulation Skills, Reading and Comprehension Skills, Book Review, Preparation of Project Report, Data Analysis & Research Methodology.

Presentation

Making Power Point Presentations on given topics, Public Speaking / Extempore Speech, Case based presentation on Strategic Decision Making.

Interpersonal and Negotiation Skills

Winning Argument / Result Orientation, Group Discussion and Debate, Working in Teams, Problem Solving.

Strategic Decision Making

Search engine: Getting data / information using technology / alternate sources, Comparison between Inter firm and Intra firm.

Practical

Essay writing (to be evaluated), Submission of Project Report (to be evaluated).