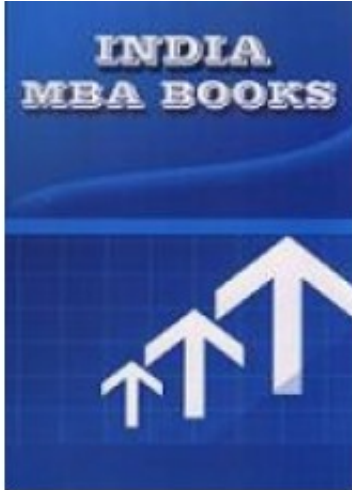


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Unit II

Communication Modes and Business Etiquettes: Resume Writing, Business Communication via Social Network, Writing a Blog, Video-conferencing and Skype, Non – Verbal Communications, Group Discussion and Employment Interview, Business Etiquettes and Professionalism, Introduction and Greetings, Dressing and Grooming, Gifting in Business, Public Speaking, Negotiation and its relevance in Business Communication, Mass Communication. (10 Hours)

Unit III

Communication Analytics: Cognitive Bias in Communication, Persuasion and Influence in Communication, Elevator Pitch Building: A Narrative, Effective Listening & Feedback, Critically Understanding & Communicating, Logical Rigour, Analytical & Argumentative Writing, Business Writing, Executive Summary, Business Plan Presentation, Conversational Competence, Communicating and Networking, Crisis Communication, Writing Tough and Difficult Messages, Email Writing, Business Presentation. (12 Hours)

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