

COMMUNICATION SKILLS WORKSHOP



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Description

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UNIT-I COMMUNICATION FOUNDATIONS Communication model – relevance and types of managerial communication – communication barriers – ethical communication Professionalism in communication – team communication, meetings, listening, nonverbal communication

UNIT-II BUSINESS WRITING Planning business messages.- Analysing the task, anticipating the audience, adapting the message Organizing and writing business messages – Patterns of organization – Use of tools such as mind maps – composing the message Revising business messages - Revising for clarity, conciseness and readability – proofreading and evaluating Writing business proposals and reports

UNIT-III WORKPLACE COMMUNICATION Electronic messages and digital media – Use of audio visuals Positive messages - Negative messages – structure and patterns in communicating news Persuasive messages – Developing a sales pitch, Negotiation and conflict resolution Presentation skills – overcoming stage fright – gaining and retaining the attention

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