

# CENTRAL UNIVERSITY OF JAMMU

## DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

### Lecture Plan

**Course Title: Communication and Personality Development**

**Faculty: Dr. Anju Thapa**

**Semester: I**

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**Program: MBA (SCM)**

**Subject Code: PGSCM1C007T**

**Academic Year: 2016**

Unit No.	No. of Lectures	Name of the Topic
Unit-I	2	Communication Foundations : Importance and purpose of communication
	1	Types of communication
	2	Communication process
	1	Principles of communication
	1	Legal and Ethical constraints
	1	Potential communication barriers
	2	Use of technology in communication
	2	Activity Class
Unit-II	2	Written Communication: Principles of Business Writing
	1	Business Letters
	2	Report writing
	1	Memo
	1	Routine Messages
	1	Agenda, Minutes of meeting
	1	Press notes
	2	Sales Letters, Enquiries, Orders, Circulars
	1	Letters of Complaints, Letters of Appreciations
	2	Resumes
	2	Activity Class
Unit-III	1	Personality Development: Non- verbal communication
	2	Mock Interviews
	1	Participating in group Discussions
	1	Telephonic Conversation

	1	Handling Press Conferences
	3	Basic Phonetics, Symbols and Sounds
	1	Dress Etiquettes, Body Etiquettes
	5	Activity Class
<b>Total No. of lectures</b>	<b>43</b>	