

MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



CERTIFICATE COURSE

FOR THOSE WHO JOINED IN 2024-2025 AND AFTER

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| Course Name | Communicational Skill for Business | | | | | |
| Course Code | 24UMSCP22 | | | L | P | C |
| Core | Certificate Course | | | 1 | - | 1 |
| NATURE OF COURSE: | | EMPLOYABILITY | SKILL ORIENTED | ENTREPRENURSHIP | | |
| Course Objective: | | | | | | |
| 1. To Develop Professional Communication Skills | | | | | | |
| 2. To Enhance Verbal, Nonverbal, and Listening Skills. | | | | | | |
| 3. To Analyze Audience and Environmental Factors. | | | | | | |
| 4. To Craft Clear and Structured Business Messages. | | | | | | |
| 5. To Apply Ethical, Legal, and Workplace Communication Standards. | | | | | | |
| Unit: I | Professional Communication and Workplace Etiquette | | | | | |
| | Understanding Professionalism: Differentiating professional and unprofessional behaviors. Professional Email and Digital Presence: Recognizing a professional email address, crafting appropriate emails, managing social media presence. Time Management in Communication: Punctuality, attendance, notifications, and professional scheduling. Verbal & Nonverbal Communication: Eye contact, tone, rate, volume, enunciation, gestures, and facial expressions. | | | | | |
| | Active Listening: Techniques such as deferring judgment, staying engaged, and providing feedback. | | | | | |
| Unit: II | Audience and Environment Analysis in Communication | | | | | |
| | Analyzing Audience Impact on a Message: Understanding audience demographics (age, education, gender, cultural factors). Environmental Influences on Communication: Comparing in-person vs. remote communication, audience size, room setup, and available technology. | | | | | |
| | Identifying Communication Purposes: Differentiating between informative, persuasive, and motivational messages. Ethical and Legal Considerations: Accessibility, copyright, bias-free communication, confidentiality, and data privacy. | | | | | |
| Unit: III | Business Communication Mediums & Structuring Messages | | | | | |
| | Selecting the Appropriate Communication Medium: Verbal (face-to-face, phone calls, voicemails). Written (emails, text messages, business letters, resumes, meeting minutes). Visual (PowerPoint, infographics, business-related social media). Outlining and Summarizing Messages: Creating clear and concise communication plans. Assembling Business Communication Deliverables: Writing business letters, resumes, meeting agendas, and analyzing communication effectiveness. | | | | | |

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| Unit: IV | <p>Visual Design & Data Communication</p> <p>Applying Visual Design in Business Communication: Understanding balance, contrast, font choices, color schemes, and white space in presentations and documents. Data Visualization for Business Reports: Using charts, graphs, plots, and infographics to present complex information effectively. Interpreting and Presenting Data: Ensuring accuracy in visual communication.</p> |
| Unit: V | <p>Workplace Communication, Feedback, and Customer Interaction</p> <p>Professional Presentation & Adaptation: Personal attire, regional language variations, jargon, and contextual clarity. Adapting Messages Based on Feedback: Using direct and indirect feedback (e.g., body language) to refine communication. Summarizing & Responding to Messages: Identifying key points and responding with appropriate clarifying questions. Employment Communication Skills: Identifying mistakes in job applications, resumes, and interviews. Business Hierarchy & Customer Communication: Etiquette in communicating with supervisors, peers, and subordinates; handling customer service requests effectively.</p> |