

P. C. E. T.'s

S. B. Patil Institute of Management

**909 – Business Communication and Leadership
Syllabus for 2017 – 18**

Report for Approval

Business Communication and Leadership
Certification Programme: 2017-18




Director

S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune-411 044.

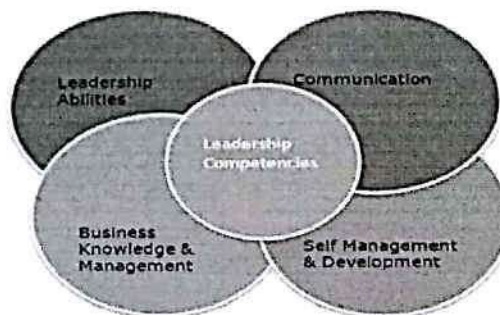
PIMPRI CHINCHWAD EDUCATION TRUST'S
S. B. PATIL INSTITUTE OF MANAGEMENT

Business Communication and Leadership Certification Programme

REPORT FOR APPROVAL

Effective business communication helps build a good relationship between the employer and the staff, which can help increase productivity and the company's bottom line. Poor communication in business can result in a number of unforeseen problems, including disgruntled customers, delayed projects, and diminishing productivity and more.

Leadership is about envisioning and shaping the future. There is an urgent need in business today for a new type of leadership—one that makes the long-term sustainability of our world a top priority. Business leaders have an important part to play in making the right strategic choices in order to create this sustainable future. Sustainable leaders must meet basic competency requirements for leadership and carry out good management practices such as creating and communicating a vision, leading teams, developing people, making decisions and delivering results. With this motive of developing the student's communication and leadership competencies the Business Communication and Leadership certification programme has been designed. SBPIM has always tried to develop such training programmes for the students in order to help them groom themselves professionally for their successful futures.




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Learning objectives –

- To give students insight in to the importance of developing good Business Communication skills.
- Students will be able to draft all formal correspondence.
- To understand the importance of professional grooming and leadership.

Participants of the Programme –

- The program will be exclusively for Semester II students.

Duration -

- 7 days- Certification course to be conducted before the students go for their Summer Internship Projects. Tentatively in the month of March.

Process -

- A test will be conducted at the end of the programme, Certificates will be given to those students who can score at least 60% marks.
- The students will be informed via notice and Emails.



A handwritten signature in blue ink, appearing to read "M. S. Patil".

Director

S. B. Patil Institute of Management
Sector No. 26, Nigdi,
Pradhikaran, Pune-411 044.

Business Communication Leadership Certification
Programme 2017-18

SYLLABUS

- Chapter 1: Understanding the Importance of Communication in Business
- Chapter 2: Formal communication and Impromptu speaking
- Chapter 3: The Power of a Leader
- Chapter 4: Understanding Body Language through Case studies and Role plays
- Chapter 5: Creating Sustainable Leaders: The need of the hour
- Chapter 6: Learning through the Language lab software




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