

COMMUNICATION, GENERAL AWARENESS AND ENTREPRENEURSHIP SKILL

DURATION: 2 HOURS PER WEEKS (throughout a year)

OBJECTIVE:

- To communicate properly with others
- To be aware of business environment
- To learn various aspects of entrepreneurship

COURSE CONTENTS: BUSINESS COMMUNICATION & BEHAVIOURS SCIENCE

1) Communication:

- Art of listening
- Art of English speaking
- Barrier to communication & methods to overcome
- Meaning of Communication – Definition Need importance
- Types of communication – Verbal, written non-verbal
- Channel of communication – Formal, informal
- Non-Verbal communication / written communication advantages and disadvantages/letter writing/enquiries/replies
/quotations/notice/Circular/Order/Reporting/Insurance Format/Bank correspondence
- Essential of effective correspondence
- Verbal Communication /Oral Communication, Telephone Handling
- Complaints expression through language, Vocabulary, Voice Modulation
- Body language/Kinetics – Importance /advantage/limitations/facial expression/Eye-contact/Gestures/Appearance
- Team building, leadership, attitude, motivation, morale, communication & negotiation-practical experience
- Individual and group behavior, group dynamics
- Self-management

2) GENERAL AWARENESS:

Brief introduction to following acts

- Factory Act & Apprentice Act 1961
- ESI Act
- Payment wages Act 1936
- Employees Provident fund and payment of Gratuity Act 1952

3) OCUPATIONAL HAZARDS & SAFETY MEASURE

- Causes of Accident & Safest Management and accident prevention
- Medical first – Aid

4) ENVIRONMENTAL AWARENESS AND ENERGY CONSERVATION

A) PRINCIPLE OF ENEGY CONSERVATION WITH SPECIAL REFERENCE TO :

- Domestic application and Cooking Gas
- Industries including Industrial lighting
- Heating, Ventilation and Air-conditioning
- Recovery of West Heat and Recycling of waste material
- Linkage of lack of energy conversation and environmental pollution

B)ELEMENTS OF ENVIRONMENT PLANNING AND MANAGEMENT:

- I. Conservation of available natural resources
- II. Conservation of wild life
- III. Water Management – Resources

C)POLUTION CONTROL:

- ❖ Types of pollution and its source
- ❖ Effects of pollution on environment and on humanity, plant, animal, machine, health and thus on energy conversation
- ❖ Remedial steps to control pollution
- ❖ Introduction of work culture

5) Awareness of population education, HIV and aids awareness

6) Concept of Total Quality Management (TQM) 5'5 and KAIZEN

7) Concept of Just-In-Time (JIT)

8) Globalization and impact on business industry & service.

9) ENTREPRENEURSHIP

- a) Needs, scope for self-employment with special reference to self-employment scheme and sources of Assistance in Central & State Government Organization like DIC, SIDA, SISI, NSIC, SIDO, Financial institutes and Banks
- b) Entrepreneurial values, attitude & motivation.
- c) Identifying & developing entrepreneurial competence and networking, entrepreneurial culture.
- d) Characteristics of successful entrepreneur and successful enterprise
- e) The causes of failure and identification of entrepreneurship abilities through self assessment and other technique
- f) Types of business in different trades and the importance of skill
- g) Understanding the consumer, market through consumer behavior, market survey scope and influence publicity and advertisement, consumer Action forum.
- h) SWOT
- i) Self Analysis
- j) Competition Analysis
- k) Creativity and Idea Generation
- l) Project Formation, Feasibility, Viability, Profitable study
- m) Investment Procedure – Loan Procurement-Agencies – Banking Process
- n) Accounting and Analysis – Bank Operation i.e. Debit and Credit Book Keeping, Financial Software packages, invoicing and challans .