

BUSINESS COMMUNICATION AND ETHICS IN BUSINESS

Subject Ref. No.	:	MANB506D	No. of Credits	:	4
			No. of Periods / Week	:	4
			Assignments / Sessional	:	20
			Semester Examination	:	80

Unit 1: Essential of Communication and Business Presentations

- Effective Communication: An Introduction
- Telephonic Interview
- Group Discussion
- Business Presentations

Unit 2: Customer Care

- Effective Customer Care
- Mechanism for Handling Complaints

Unit 3: Business Etiquettes and Body Language

- Business Etiquettes and Body Language

Unit 4: Ethics, Values and Morale at Workplace

- Business Ethics: An Overview
- Managing Ethical Behaviour at Workplace
- Professional Ethics, Values and Moral at Workplace

Unit 5: Consumer Rights and Audit

- Consumerism and Consumers Rights
- Affirmative Action
- Gender Issues and Employee Rights
- Ethics Audit