



“Session on Personality Development and Communication Skills”

Topics :	Session on Personality Development and Communication Skills for the students of BBA- Sec B, Semester II which included Proposal Writing , Paper reading & Voice Modulation
Date of event :	January 24 and 27 , 2012
Aim of the Event	<p>A well-written proposal is a crucial tool for winning new business deals and many contracts are awarded on the basis of proposal or tender documents.</p> <p>The aim of proposal writing was to help students in writing a persuasive proposal and to tell them about the elements which go into making of a good report and the importance of the same.</p> <p>Voice Modulation and pitch control are two parameters of immense importance in customer service. Voice Modulation is using pace, pitch, pause, volume and emphasis, giving mood and meaning to voice.</p> <p>The main objective of this session was to help students to improve upon their voice so that they can communicate effectively and be able to learn the art of using their communication skills during their job interviews and building marketing strategies.</p>
Description of the event	<p>The topics covered in the class were as follows:</p> <ul style="list-style-type: none">• Why is proposal important?• What is a proposal?• Types of proposals• Steps of proposal writing

Students were also shown an example of proposal writing.

In the second lecture, students were first told about voice modulation and its importance. Elements of voice modulation were discussed in class which included following 4 P's:

- Pace
- Pitch
- Pause
- Power

Students were told about these elements with the help of examples. They were also asked to read an article given to them incorporating the above mentioned parameters in their speech and were also given on the spot feedback.