

**Department of BBA**  
**Faculty of Business studies**  
**Sharnbasva University Kalaburgi**

<b>Programm Name</b>	Communication skills
<b>Programm Date</b>	2nd February 2025
<b>Programm Time</b>	10:00 Am to 1:00 Pm
<b>Programm Type</b>	Session on Communication
<b>Chief Guest</b>	<b>Suresh Bhatt</b>
	M.sc ( Agriculture ) Specialized in Seed Science and Technology from University of Dharwad
	Head and Advisor to Gayatri Micro element and Chemical
<b>Semister</b>	5 <sup>th</sup> Semister Students from BBA
<b>No. of students present</b>	95
<b>No. of Staff Present</b>	2
<b>Programm Incharge</b>	Dr. Shashikant Kalshetty Chairmen, Dept of BBA Faculty of Business Studies Sharnbasva University Kalaburgi
<b>Programm Detail</b>	<p>Communication is an essential skill in both personal and professional life, especially in the business world. For BBA students, mastering effective communication is crucial to building a successful career. The purpose of the Communication Skills session was to equip the students with the tools and techniques necessary to communicate effectively in diverse business settings. The session aimed to improve verbal, non-verbal, and written communication skills while emphasizing the importance of active listening and professional etiquette</p> <p>The session was divided into several key modules to address various aspects of communication. The following is a breakdown of the topics covered:</p> <ol style="list-style-type: none"> <li><b>1. Introduction to Communication Skills</b></li> <li><b>2. Verbal Communication</b></li> </ol>

3. Non-Verbal Communication
4. Active Listening
5. Written Communication

### Key Takeaways

By the end of the session, students had gained valuable insights into the art of effective communication, which is vital for success in business. Some of the key takeaways from the session included:  
The importance of being clear, concise, and articulate when speaking in business contexts.

Understanding how non-verbal cues can support or contradict the verbal message.

The role of active listening in building rapport and understanding.  
Writing with clarity, professionalism, and purpose in all business communication.

Building confidence in public speaking and presentations.

### Conclusion

The Communication Skills session proved to be a highly beneficial and interactive learning experience for BBA students. It provided them with essential skills that will not only enhance their academic performance but also prepare them for the challenges of the professional business environment. The students left the session with practical tools and techniques that they could apply immediately, and they expressed their appreciation for the valuable insights shared by the facilitator.

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## Programm Photos





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