



**ADD ON COURSE**  
**BBA DEPARTMENT**

**Interview Strategies :-**

**Unit – 1 :**

**Communication Skill** : Introduction, types, advantages & disadvantages ; Formal and Informal Communication; developing KEY traits : creativity, critical thinking and problem solving.

**Practical** – Interactive session.

**Unit – 2 :**

**Personality development & grooming :-**

Business etiquettes and manners : meaning, benefits, handling business meeting; personal effectiveness, grooming, health & hygiene, language gestures, commitment ethics.

**Unit – 3 :**

**Group Discussion** : Meaning, why it is conducted, types, do and don't, Procedure : how to place your point, cascading effect and how to solve it.

Discussion on trending topics.

**Unit – 4 :**

**Personal Interview :**


Preliminary (Preparation of CV), walking through doors and addressing the panelist, seating oneself gracefully facing towards the panelist, greeting, introducing oneself, interaction with the panelist, how to tackle the questions (Practical Approach).

**Unit – 5 :**

Work shop.

**Recommended Book :**

1. *Business Communication – Dr. V.K. Jain, Trishna Dutta*
2. *Personality Development & Communication Skill – S.S. Narula*
3. *Organisational Behaviour - S.S. Khanka*

  
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