



Your Dreams Our Goal **POORNIMA** **UNIVERSITY**

SCHOOL OF MANAGEMENT & COMMERCE

REPORT ON

'EFFECTIVE COMMUNICATION SKILLS' SESSION

A special session was arranged by School of Management and Commerce for the final year students of BBA and B Com on 31st August, 2018. Dr. Ashish Johri, an external expert take a session on 'effective communication skills' under the undergraduate program by, preparation for placements or higher studies is a very important aspect of their engagement with the studies in general. At Poornima University, we ensure that enough emphasis is given on developing this aspect. In this continuous effort, today, final year students of BBA and B Com program attended a session conducted by the renowned corporate trainer and communication and NLP expert Dr. Ashish Johri. During the session Dr. Johri emphasized on the criticality of communication as a key skills that makes or breaks a person's career and life. He told the students that it would be the communication challenges that would be the biggest challenges that they are going to face in their life. He gave an interesting concept when he said that capability of a person and his/her communication are not related, but the factor of communication becomes very important in judging the capability of that person. Elaborating further on the diversity and need of effective communication, he delved through the 'covert' and 'overt' feedbacks emanating all the time, and the relationship between opinions and past experiences a person has and the way in which one helps in developing and reinforcing the other.



