



NEW HORIZON COLLEGE

COLLEGE CODE - 7604

Included Under Sec 2(F) of UGC Act, 1956 & Recognized by Govt. of Karnataka

Affiliated to Bengaluru North University

The Trust is a Recipient of prestigious Rajyotsava State Award 2012 Conferred by Government of Karnataka

Report on “Corporate Communication Skills and Personality Traits”

Topic :	Seminar on Corporate Communication Skills and Personality Traits
Date of Program:	24.06.2023
Time of Program:	10.00 am to 11.00 am
Objective:	<ol style="list-style-type: none">1. The objective of conducting the seminar was to impart the significance of Corporate Communication skills.2. Enlightening students about how professional communication personality traits play a crucial role in interviews.
Description of the Program:	<p>A seminar on “Corporate Communication Skills and Personality Traits” on 24th June 2023, for forth semester BCom students.</p> <p>The session began with welcoming and introducing the resource person Ms. Shubhashree H V, Associate Store Planner from TESCO. Ms Shubhashree H V has 2+ years of experience in the field of architecture and store planning.</p> <p>The resource person initiated the session with discussions on the significance of communication. Communication being the integral part of individuals personality development, it is required that one needs to work on it for constant improvement.</p> <p>In this light the resource person discussed on how corporate communication skills and personality traits like attitude, self-discipline, punctuality, being ready to interviews is required and also how to</p>

improvise on it as a fresher. A lot of real time examples were discussed to make the session livelier and to create an enthusiasm in the students.

The objective of the session was achieved as students were able to gain knowledge on the required set of communication skills and personality traits to be developed as a fresher.

Students were enlightened about verbal communication, non-verbal communication, postures, gestures, body language, email writing etc.

Also students gained knowledge on ways of choosing the right set of attitude and behavior for interview sessions.



