CORPORATE SIMULATION AS A TOOL FOR TEACHING BUSINESS COMMUNICATION SKILLS FOR MBAS

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ABSTRACT
With the advent of globalization, the increase in professional organizations around the world has led to the importance of communication skills. As communication plays a vital role in the smooth functioning of an organization, the need to impart communication skills in the organizations has gained greater importance in the 21st century. Hence, the need of the hour is to improve learners Business Communication Skills using Corporate Simulations.

KEY WORDS: Problems, need and aim of the study, methodology, objectives, simulation, Corporate Simulation, creating a corporate environment, teaching corporate etiquette for boys and girls, teachers and learners role, method to conduct a simulation activity, formation of groups, conclusion