

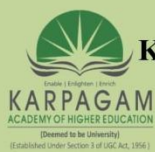
**Report of the Event Soft skill development (creative and business communication skills)**

**Department of Commerce**

The Department of Commerce had organized a workshop on **creative and business communication skills** on 01.02.2018 Dr. K. Jothi Associate Professor, Department of Commerce, delivers welcome address. Followed by the chief Guest Mr. P. JAYAKUMAR Chartered Accountant & Faculty, The Auditors Association of Southern India Coimbatore has delivered lecture It is creatively in a way that best connects with your target audience. Like all **communication**, its intent is to help bring clarity to your marketing through either visual aid and/or other forms of interaction with the viewer. Being **creative** gives us opportunities to try out new ideas, and new ways of thinking and problem-solving. **Creative** activities help us acknowledge and celebrate our own uniqueness and diversity. **Creativity** encourages self-expression, a way to create something from personal feelings and experiences. Students are high motivated to learn communication skills. In this importance of communication skill and to guided how helps in career development. **352 B.COM Students participated in the Workshop.** Finally, Dr. R. Velmurugan Associate Professor, Department of Commerce proposed Vote of thanks



**WORKSHOP ON CREATIVE AND BUSINESS COMMUNICATION SKILLS on 01.02.2018**



**KARPAGAM ACADEMY OF HIGHER EDUCATION**

(Deemed-to-be-University)

(Established Under Sec. 3 of UGC Act, 1956)

Coimbatore – 641 021.

## **Department of Commerce**

Cordially Invites all for a  
Workshop on

### **“CREATIVITY AND BUSINESS COMMUNICATION SKILL”**

**February 1, 2018**

**at  
Thirumanthiram Hall**

**Dr.S.SUDALAIMUTHU  
Vice Chancellor  
Presides**

**Chief Guest  
Mr. P. JAYAKUMAR  
Chartered Accountant & Faculty,  
The Auditors Association of Southern India  
Coimbatore**