



BBA

Semester VI

Calicut University

Networking In Business

Course Code: BBA6CJ304 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA6CJ304 | **Course Title:** Networking In Business | **Semester:** VI

Module I: Introduction to Networking

- Unit 1: Importance of People-Team, Roles within a team, Methods to develop a team.
- Unit 2: Essential Components of Networking.
- Unit 3: Traditional Networking Strategies like Conferences, City Council Meetings, etc.
- Unit 4: Building Professional Rapport & Active Listening.

Module II: Business Networking Types & Skills Required

- Unit 5: Business Networking: Goals and Strategies for Business Networks.
- Unit 6: Types of Business Networks – Formal and Informal Business Networks.
- Unit 7: Building and Expanding Professional Networks (Granovetter Weak Ties).
- Unit 8: Networking Skills – Networking across Cultural Boundaries.

Module III: Networking Tools and Strategies

- Unit 9: Networking Opportunities & Elevator Pitch Framework.
- Unit 10: Networking Tools (Physical & Digital Contact Cards).
- Unit 11: Effective Networking Strategies (48-Hour Follow-Up Protocol).
- Unit 12: Common Mistakes in Business Networking.

- Unit 13: Developing and Managing a Business Contact Database.

Module IV: Technology to Network

- Unit 18: Internet Communication, Networking in Social Media (LinkedIn, X, Facebook).
- Unit 19: Role of social media in Business Communication.
- Unit 20: Benefits and Disadvantages of using Social Media as a Networking Strategy.
- Unit 21: Guidelines for using Instant and Text Messaging in Workplace (Netiquette).
- Unit 22: Building Business Connections by Blogging & Thought Leadership.

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