

DEPARTMENT OF MANAGEMENT						
IV Semester		Course Title	Duration	Course Type	Session	Credits
		Professional & Employability Skills	45 Hours	OEC	3 Hours a Week	3

Course Objectives:	1. To familiarise students with essential professional skills 2. To familiarise students with essential employability skills
--------------------	---

Course Outcomes:	
C01	Demonstrate meeting etiquette and deliver effective presentations
C02	Comprehend the art of speaking
C03	
C04	Exhibit skill sets required during the interview process

Reference Books:			
#	Title	Author/s	Publisher
1	The Oxford Guide to Writing and Speaking	John Seely	Oxford University Press
2	Verbal and Non-Verbal Reasoning	Prakash, P	Macmillan India
3	Business Communication	P.D. Chaturvedi	Pearson Education
4	Technical Communication	Anderson, P.V	Thomson Wadsworth
5	Objective English	Thorpe E, and Thorpe S	Pearson Education

Unit	Title	Hours	Contents
1	Meeting and Presentation	11	How communication skills and soft skills are inter-related, Body language-posture, eye-contact, handling hand movements, gait - Voice and tone, Meeting and Boardroom Protocol - Guidelines for planning a meeting, Principles of Effective Presentations, Planning, Structure and Delivery, Principles governing the use of audio-visual media, Time management - Slide design and transition, Dynamics of group presentation and individual presentation.
2	Communicating	10	Telephone Etiquette, Cell phone etiquette, Active listening, handling rude or impatient clients, Cross-cultural communication, cultural sensitivity, Cross-cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication, Business and social etiquette.
3	Expressing Self	08	Characteristics of effective speech, voice quality, rate of speaking, clear articulation, eye contact, use of expressions, and gestures and posture; Types of managerial speeches: speech of introduction, speech of vote of thanks, occasional speech, theme speech, formal speeches during meetings.
4	Interviews	11	Essentials of placement interviews, web /video conferencing, tele-meeting. Impression Formation, Tactics, The Self-presentational Motive, The Compass Qualities; First and Lasting Impressions; Magic Pills; Toxic Traits; The Social Context: Norms and Roles, The Target's Values, Physical Appearance; Communication Style; Content of Communication; Actions; The Environment; Success; Changing from the Outside-in, Current Social Image, The Private Self, Worrying about Impressions.
Learning by Doing activities: 5 Hours			