


FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- II	Session: 2024-2026
1	Course Code	BBSEC - 01	
2	Course Title	Soft Skill & Personality Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite(if, any)	As per requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Determine Communication styles-types with examples, perception of each type of communication, quiz. ➤ Focus on various communication skills/listening/ stress management etc. ➤ Explain Etiquette-social and corporate-Types, Presentation skills, Interview techniques etc. 	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours- Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods(15Hrs) and Lab.or Field learning/Training 30 Periods(30Hours)			
Module	Topics(Course contents)		No. of Period
Theory Contents	<p>What are soft skills: The importance of soft skills in our lives - Types Of Soft Skills: Self-Management Skill - Aiming For Excellence: Developing Potential And Self-Actualisation</p> <p>What is Personality: Personality traits and tips to develop a good Personality; Self-analysis - Significance and methods of self-analysis; Self -presentation-What is Self-presentation, Strategies of self-presentation</p> <p>Communication skills: Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals.</p> <p>Body Language: For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire.</p> <p>Listening skills: Importance and types; Ways to improve Active Barriers To Active Listening.</p>		15
Lab./Field Training Contents	<p>Telephone Communication: Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills;</p> <p>Technology And Communication: Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette.</p> <p>Presentation skills: Tips to make effective and engaging presentations; Overcoming Fear;</p> <p>Group Discussions: Tips for Success in GD's; How to Start, Lead and Conclude A GD; Types of GD; Do's & Don'ts and Mistakes to Avoid during a GD.</p> <p>Interview skills: Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.</p>		30
Keywords	Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
<ol style="list-style-type: none"> 1. Soft skills & Life skills: The dynamics of success-Nishitesh and Dr. Bhaskara Reddy Soft Skills-Dr. Alex. 2. Managing Soft skills-K. R Lakshminarayan and T. Murugavel 3. Soft skills and Professional Communication-Francis Peter S.J 			

Sal 

4. The Ace of Soft skills-Gopalswamy Ramesh and Mahadevan Ramesh } Personality Development and Soft skills-Barun K. Mitra		
OnlineResources- e - Book on Soft Skills and Personality Development; By Author – CA. M K Sridhar (The Institute of Chartered Accountants of India, Southern India Regional Council, Chennai).		
OnlineResources- https://www.amazon.in/Personality-Development-Handbook-D-Sabharwal/ https://www.amazon.in/Personality-Development-Skills-Barun-Mitra/		
PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods: Maximum Marks : 50Marks Continuous Internal Assessment(CIA): 15 Marks End SemesterExam(ESE) : 35Marks		
Continuous InternalAssessment (CIA):(ByCourseCoordinator)	Internal Test / Quiz-(2):10 & 10Assignment/Seminar +Attendance - 05Total Marks - 15	Bettermarksout ofthe twoTest/ Quiz + obtained marks in Assignment shall beconsideredagainst 15 Marks
End Semester Exam (ESE):	Laboratory/FieldSkillPerformance:OnspotAssessment A. Performedthe Task basedonlearned skill- 20Marks B. Spottingbased ontools(written)- 10Marks C. Viva-voce(basedonprinciple/technology) -05Marks	Managed byCoordinator asperskilling

NameandSignature ofConvener&Members of CBoS:

Sal





GOES TO 3RD SEMESTER