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

PART-A: Introduction				
Program: Bachelor in Business Administration *(Certificate/ Diploma /Degree)*			**Semester- II**	Session:2024-2026
1	**CourseCode**	**BBSEC - 01**		
2	**CourseTitle**	**Soft Skill & Personality Development**		
3	**CourseType**	**Skill Enhancement Course (SEC)**		
4	**Pre-requisite(if, any)**	***Asperrequirement***		
5	**CourseLearning. Outcomes(CLO)**	➢ 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	**CreditValue**	**2 Credits (1C+1C)**	***Credit= 15Hours– Theoreticallearning and =30 Hours LaboratoryorField learning/Training***	
7	**TotalMarks**	**Max.Marks: 50**	**MinPassingMarks: 20**	

PART-B: Contentof theCourse		
TotalNo.of Teaching–learningPeriods: Theory – 15Periods(15Hrs) andLab.orFieldlearning/Training 30Periods(30Hours)		
Module	**Topics(Coursecontents)**	**No.of Period**
Theory Contents	**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 **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 **Communication skills:** Process, elements, and importance - Ways to improve communication ;Nonverbal Communication: Issues And Types; Basics And Universals. **Body Language:** For Interviews; For Group Discussions; Gestures; Facial Expressions; Importance of Eye Contact, Body Movement, Role of Formal Attire. **Listening skills:** Importance and types; Ways to improve Active Barriers To Active Listening.	**15**
Lab./Field Training Contents	**Telephone Communication:** Basic Telephone Skills; Advanced Telephone Skills; Essential Telephone Skills; **Technology And Communication:** Technological Personality; Mobile - Personality? E-Mail Principles; How Not to Send E-Mails! E-Mail Etiquette; Netiquette. **Presentation skills:** Tips to make effective and engaging presentations; Overcoming Fear; **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. **Interview skills:** Interview techniques; Mock Interviews-Dos and Don'ts, Tips on making a positive impression.	**30**
Keywords	***Soft Skills, Personality, Communication Skills, Listening Skills, Presentation Skills.***	

PART–C: LearningResources
TextBooks,ReferenceBooksandOthers
TextBooksRecommended–
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

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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** & **10**Assignment/Seminar +Attendance - **05**Total 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:

GOES TO 3RD SEMESTER

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