

Subject Code [2408000603030012]

Multi-Disciplinary Course (MDC)

Business & Corporate English – Theory and Practice - III

(Self - Development and Communication)

B. Com. / Sem-III

Course Code							
Course Title	Self- Development and Communication						
Credit	4						
Teaching per Week	4 hours						
Minimum weeks per Semester	15 (including class work, examination, preparation, holidays etc.)						
Effective From	June 2024						
Purpose of Course	To enhance employability/professional skills among students						
Course Objective	• To help students acquire and practise positive attitude and values they will need in their professional lives. • To help the students to explore SWOT analysis along with its scope and advantages. • To help develop the communication skills of students to prepare them as competent professionals. • To teach various aspects of employability to students.						
Course Outcomes	CO1: Students will learn the various aspects of communication like positive attitude and persuasive communication. CO2: Students will develop a better mindset and confidence after exploring SWOT analysis. CO3: Students will be able to upgrade themselves as eligible candidates/professionals through better employability skills.						
Mapping between COs with PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	
	CO1						
	CO2						

	CO3						
Pre-requisite	Acquaintance with basic communication and language skills						
Course Content	TEXTBOOK-1: <i>Business Communication – Basic Concepts and Skills</i> (Orient Blackswan) 1. Nature of Attitude and its Influence on Communication 1.1 Introduction 1.2 Self-development and Communication 1.3 Attitude: Meaning and Nature 1.4 Factors that Shape Attitude 1.5 Types of Attitude 1.5.1 Negative Attitude and its disadvantage 1.5.2 Development of positive attitude 1.6 Persuasive Communication 2. The SWOT Analysis: Process and Basic Components 2.1 What is the SWOT Analysis? 2.2 Basic Elements of the SWOT Analysis 2.3 Scope, Advantages and Limitations of the SWOT Model 2.4 SWOT Analysis for Organisations 2.5 SWOT Analysis for Individuals 2.6 How is the SWOT Analysis done? 2.7 Teaching Cases 3. Writing Job Application Letters and Resumes 3.1 Job Application Letters 3.1.1 Drafting an application letter 3.1.2 Types of application letters 3.1.3 Essentials of a good covering letter 3.1.4 Format and contents of an application letter 3.1.5 Sample letters 3.2 Writing a Resume 3.2.1 Format and Style 3.2.2 Contents of a resume 3.2.3 Types of resume layouts 3.2.4 Essential Features of a good resume 3.2.5 List of useful action words for resumes 4. Interviews 4.1 Interview: Definition and Purpose 4.2 Employment or Job Interviews 4.3 Why Candidates Fail in a Job Interview 4.4 Preparation for a Successful Job Interview 4.5 Desirable and Undesirable Behaviour in an Interview 4.6 Responsibilities of an Interviewer						

	4.7 Interview Questions and Their Responses
Reference Books	1) <i>Essentials of Business Communication</i> by Rajendra Pal & J.S. Korlahalli (Sultan Chand & Sons) 2) <i>Effective Business Communication</i> by Herta Murphy, Herbert Hildebrandt and Jane Thomas. (Tata McGraw Hill) 3) <i>Soft Skills</i> by Ajay R. Tengse (Orient BlackSwan)
Teaching Methodology	Class work, Discussion, Self-Study, Assignment
Evaluation Method	This course has 04 credits during the semester. The internal evaluation will be out of 50 marks, based on Unit Test marks, Class & Home assignments and attendance marks; while the external evaluation will be out of 50 marks at the university examination.

Distribution of Marks for the University Examination NEP SOP

Q.1 Answer the following MCQs (10 out of 12) (From Unit- I)	10 Marks
Q.2 Descriptive answer type Question (Any 1 out of 2) (From Unit - I & Unit-II)	10 Marks
Q.3 Descriptive answer type Question (Any 1 out of 2) (From Unit- III & Unit - IV)	10 Marks
Q.4 Write any 2 out of 3 (A) Job Application cover letter (B) Resume (C) Interview taken by a corporate (Any 1 out of 2)	10 Marks
Q.5 Case Study - SWOT analysis of a corporate (any 1 out of 2)	10 Marks
	50 Marks


Dr.G.K.NANDA