

BBA SEMESTER – III (Effective from June- 2020)

PERSONALITY DEVELOPMENT & CORPORATE SKILLS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core	19BBA301	Personality Development & Corporate Skills	3	30	70	2 ½ Hours

Teaching Hours 45 Hours per semester

COURSE OBJECTIVES

- To develop students soft skills
- To hone students communication and corporate skills
- To equip the students with skills and competence which will assist them in their career

COURSE CONTENT

Unit	Content	Marks
Unit - 1	TEXT: ' <i>English and Soft Skills</i> ' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8	
	English & Soft Skills by SP Dhanavel – Following Chapters <ul style="list-style-type: none"> • Teamwork Skills • Emotional Intelligence Skills • Problem-Solving Skills • Interview Skills • Adaptability Skills • Written Communication Skills 	40
Unit – 2	Share Market Report	10
Unit - 3	Statement of Purpose (SOP)	10
Unit – 4	GRAMMAR: Verbal Analogy (Only from the given Appendix I)	10
	Appendix I	

REFERENCES

- '*English and Soft Skills*' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text)
- Business Communication – Pal and Suri, Sultan Chand & Sons, Delhi

SEMESTER END EXAMINATION PATTERN

Question No.	Details	Options	Marks
1	Textual Questions (40marks) Q. 1 Answer the following in short. (5/7)	5/7	10
2	Q.2 A Answer the following questions in brief. Q.2 B Short Note	4/6 1/2	20 10
3	Q.3 Statement of Purpose (SOP)		10
4	Q.4 Share Market Report		10
5	Q.5 Verbal analogy		10

