



**Paper Code : PPD:202**

**Paper Name : Professional Personality Development**

Teaching Hours (Per Week)		Examination Scheme		
TH. (hours)	Pr. (hours)	Internal Th. (marks)	External Th. (marks)	Total
3		30	70	100 (marks)

**Lectures = 51 Hours**

### Objective

1. To be competent in communication skills and also to realise one's capabilities.
2. To master the fundamentals of writing, speaking and listening traits, which will enable the students to communicate effectively on an interpersonal level
3. To give the concept and the essential elements of communication in order to bring about a transformation in the individual's professional world.
4. To instil positive attitude, motivation and leadership qualities in the students.
5. To develop ability to communicate clearly and correctly in English, on matters having relevance to day-to-day business/social operations.

### Detailed Syllabus

#### UNIT I

**11 Hrs.**

- Needs, Functions and Kinds of Business Letters
- Essentials of effective Business Letter
- Correspondence with Public Authorities and Other Agencies.

#### UNIT II

**11 Hrs**

- Assertiveness – positive/negative thinking, assertive rights, indicators & strategies, success in relationships, How to Say No?
- Listening Skills – importance of listening, active & passive listening, factors that help in listening
- Image & Confidence – first impression, confidence building, Body Sport; positive eye contact, positive gestures, handshakes, facial expressions, Introduction – Ourselves and Others.

#### UNIT III

**15 Hrs.**



- Presentation Skills – format of a presentation, seven steps to a successful presentation, evaluation.
- Interviews - types of interview, preparing for the interview, interview etiquettes, mock interviews.
- Group Discussions – process, Strategies for GD's , helpful expressions.

#### **UNIT IV**

**5 Hrs.**

- Resume Preparation – The difference between CV and Resume, How to prepare a good CV.
- Application Letters – drafting the application, elements of structure.

#### **UNIT V**

**9 Hrs**

- Report Writing – importance of reports, characteristics of a good report, preparing a report.
- Essay Writing – features of a good essay.
- Aids to Correct Writing

#### **REFERENCE BOOKS:**

1. Essentials of Business Communication - Rajendra Pal, J.S Korlahalli
2. Business Correspondence and Report Writing – R C Sharma, Krishna Mohan
3. Business Communication – Asha Kaul
4. Effective Business Communication – Asha Kaul
5. A course in English Communication – Madhavi Apte
6. Modern Business Correspondence in Business English – Barin M.H.Robinson, V.S. Netrakanti (Orient)
7. Contemporary English Grammar Structures and Composition – David Green
8. A Senior English Grammar and Composition – N.K Aggarwala