B.COM 3RD SEMESTER
Personality Development and Life Skills
Course code: B-SEC-312

Total Credits: 3

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External Practical Marks: 50

Internal Assessment Marks: 25

Time allowed: 3hrs

Course Outcomes: The students will be able to:

CO_1: to introduce students to basic communication concepts.

CO_2: to gain knowledge about different communication models.

CO_3: to develop their personalities and maintain a positive attitude.

CO_4: to acquire knowledge about international communication and cultural sensitivity.

Unit- I

Body sport and voice modulation: Positive gestures, handshakes, gazes, smiles, hand movements, and style of walking. Team behaviour, how to effectively conduct yourself during Group Discussion: dos and don'ts, clarity of thoughts, and its expression. thumb rules, voice modulation, tone, manners and accent

Unit- II

Effective presentation skills: individual and group presentation, steps for a successful presentation, mock-interview, and seminars.

Unit- III

Grooming with the help of life skills game (critical thinking, problem solving, time management), interviewing skills: appearing and conducting; writing resume and curriculum vitae

Practical Exercises:

1. Interview 3 persons and identify the communication barriers.
2. Give a group presentation and analyze the audience.
3. Write a resume that recruiter's desire.

Recommended Readings:

1. Balasubramanyam. Business Communications. Vikas Publishing House, Delhi.
2. Bovee and Thill. Business Communication Today. Tata McGraw Hill, New Delhi.
3. Kaul. Business Communication. Prentice Hall, New Delhi.
4. Kaul. Effective Business Communication. Prentice Hall, New Delhi.
5. Patri V.R. Essentials of Communication. Greenspan Publications, New Delhi.

Instructions for External Practical:

An external examiner as approved from the panel of examiners will be invited for practical examination along with an internal examiner as approved by the Chairperson.

w.e.f. 2024-25

Chairperson
Department of Commerce
Bhagat Phool Singh Mahila Vishwavidyalaya
Khanpur Kalan Sonepat