

KU4 SECBBA201: PROFESSIONAL SKILL DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours / Week
IV	SEC	200-299	KU4SECBBA201	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

Course Objective:

To equip students with essential professional competencies including effective communication, leadership, teamwork, critical thinking, ethical conduct, time management, and digital fluency—enabling them to navigate and excel in today’s dynamic business environments.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the key professional skills required for effective workplace performance	U
2	Analyze situations to apply suitable professional and ethical practices	An
3	Assess personal strengths and areas for improvement in professional behaviour	E
4	Develop a professional portfolio showcasing communication and leadership skills	C

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Communication Skills	10
I	1	Public Speaking- Objectives, Importance, Elements, Principles, Types and methods, Listening Skills- Process, Essentials to become a good Listener, Types- Benefits, Poor Listening Habits.	
	2	Behavioural Techniques- Gestures and body language, Business Attire- Types, Etiquettes- Types, Professional Presentation Skills- Objectives, Types, Steps.	
		Interpersonal Skills	12
II	3	Group Dynamics- Group, features, types, group dynamics- features, importance, elements, Conflict- types, sources, effects, conflict management strategies, Negotiation Skills- process, factors influencing negotiation process, avoiding common mistakes in negotiation.	
	4	Leadership skills and Emotional Intelligence – Characteristics of a leader, leadership skills, qualities of a good leader, Emotional intelligence- importance, elements, leadership and emotional intelligence.	
		Employability and Corporate Skills	12
III	5	Time Management- importance, implications of poor time management, measures to improve time management, effective time management skills, Stress Management- meaning, factors affecting stress, consequence of stress, techniques of managing stress, Team work- attributes for effective teamwork, stages of team development, challenges to team work, how to overcome challenges.	
	6	Problem solving skills- steps, Decision Making Skills- skills required in decision making, essentials for effective decision making, Professional Ethics- components, need for ethical professionalism, Code of ethics.	
IV		Business Writing Skills	6

	7	Business writing skills-purpose, requisites for business writing, business letters-types, layout.	
	8	Intra organizational communication-Circular, notice, memo, report writing-types, agenda, minutes, External communication- press releases and conferences, brochures, leaflets and annual report, writing for web and social media	

V	Teacher Specific Module (Practicum)	20
	Group Discussions, Role play, Presentation, Mock Interview, Team Building games, Business Letter writing, Minutes, Report Writing	

Essential Readings:

Text Books (Latest Editions):

1. Communication Skills and Soft skills : An Integrated Approach: E.Suresh Kumar, Pearson
2. Communication to Win: Richard Denny, Kogan Page India Pvt. Ltd.
3. Managing Soft Skills for Personality Development: B.N. Ghosh, Mc Graw Hill
4. Personality Development and Soft Skills: Barun Mitra, Oxford University Press

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		35
Test Paper (Practicum)		15 (P)
Presentation/Case Study		10 (P)
Continuous Evaluation		15
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
Total		75