



Paper Code : PPD 402

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

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