C. U. SHAH UNIVERSITY

FACULTY OF SCIENCES
DEPARTMENT OF ENGLISH
COURSE: B.Sc. SEMESTER-V (All Sciences)

SUBJECT NAME: Professional Etiquettes-I   **SUBJECT CODE: 4SC05PET1**

Teaching & Evaluation Scheme:

Teaching hours/week				Credit	Evaluation Scheme/semester						
					Theory				Practical		Total Marks
Th	Tu	Pr	Total		Sessional Exam		University Exam		Internal		University
					Marks	Hrs	Marks	Hrs	Pr	TW	
2	0	2	4	3	30	1.5	70	3	--	--	--	100
* 2 hours practical is considered as one credit					* theory is for teaching purpose and practical is for drill work						

Objectives:
- To define before the students professional behavior and suggest standards for appearance, actions, and attitude in a business environment.
- To explain them different communication styles and how to adjust to each.
- Prepare participants to handle a variety of social and business situations: networking events, business meetings, business meals, and more.
- Review the essentials of online and offline business networking.
- Develop an action plan to improve personal professionalism.

Prerequisites:
- Students should have basic knowledge of English Language and grammar.
- Students should have ability to speak and write correct sentences in their day to day language.
- Students should be familiar with correct usage of language.

Course outline:

Unit No.	Content In Details Including Its Sub Topics	Minimum Number of Hours		
		Theory	Practical	Total
	Section: A: Career Advancement Program 1			
01	**Resume Building** Introduction Difference between curriculum vitae and resume Characteristics Types Formats Sample of resumes Practical Resume and Curriculum Vitae	04	04	08
02	**Official (Job) Letters** Cover letter/job application Job acceptance letter Job refusal letter Resignation letter	04	04	08

	Practical Letters Writing			
03	**Interview** Introduction Importance Procedure Types Qualities observed by the employer Frequently asked questions Failure factors Practice of interview and revision of important aspects of interview Drill Interview	04	04	08
04	**Group Discussion** Introduction Importance Characteristics of successful group discussion Types of Group Discussion Class room Group Discussion	03	02	05
05	**Public Speaking and Technical Presentation** Introduction Difference between presentation and public speaking Qualities of good speaker Non verbal communication Using technological aids for presentation Preparing slides and Presentation	04	04	08
06	**Meeting** Introduction Participation in meeting Key features/ characteristics of meeting Etiquettes	03	02	05
07	**Section-B: Literature** Arthur Miller: *The Death of a Salesman*	08	10	18

Resources:

1. *Resumes and Interviews***M Ashraf Rizvi**,Tata McGraw-Hill.
2. *Technical Communication,***D.K.Chakradev**, Tech-max Publication.
3. *Technical Communication: Principles and Practice***Meenaxi Raman & Sangeeta Sharma**, Oxford University Press.
4. *Effective Technical Communication,***M Ashraf Rizvi**, Tata McGraw-Hill.
5. *Death of A Salesman*, **Arthur Miller**, Penguin Books Ltd, New Delhi.