



C.U.SHAH UNIVERSITY – WADHWANCITY

FACULTY OF: - Science
DEPARTMENT OF: - English
SEMESTER: - VI
NAME: – Professional Etiquettes-2

CODE:- 4SC06PEF1

Teaching & Evaluation Scheme:-

Subject Code	Subject Name	Teaching Schemes (Hours)				Credit	Evaluation Schemes							
		Th	Tu	Pr	To		Theory				Practical (Marks)		Total	
							Sessional Exam		University Exam		Internal	University		
							Marks	Hours	Marks	Hours				Pr
4SC06PEF1	Professional Etiquettes-2	1	0	2	3	2	20	1	50	2	20	10		0

Detail Course Content:

Unit No.	Detailed Contents
	Section-A
1	Interview <ul style="list-style-type: none"> • Introduction • Importance • Procedure • Types • Qualities observed by the employer • Frequently asked questions • Failure factors • Practice of interview and revision of important aspects of interview
2	Group Discussion <ul style="list-style-type: none"> • Introduction • Importance • Characteristics of successful group discussion • Types Debate <ul style="list-style-type: none"> • Introduction • Difference between group discussion and debate • Importance • Assessment criterions
3	Public Speaking <ul style="list-style-type: none"> • Introduction • Difference between presentation and public speaking • Qualities of good speaker • Non verbal communication Technical Presentation/Talk <ul style="list-style-type: none"> • Introduction



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	<ul style="list-style-type: none">• Preparing technical presentation• Language of the presentation• Using technological aids for presentation
4	Resume Building <ul style="list-style-type: none">• Introduction• Difference between curriculum vitae and resume• Types• Formats• Sample of resumes
5	Official (Job) Letters <ul style="list-style-type: none">• Cover letter/job application: solicited & unsolicited• Follow-up application• Job acceptance letter• Job refusal letter• Resignation letter• Termination letter• Relieving letter
6	Circular, Memorandum <ul style="list-style-type: none">• Objectives of circular and memorandum• Drafting circular and memorandum
7	Technical Research Paper and Thesis/Dissertation <ul style="list-style-type: none">• Introduction to research paper, thesis and dissertation• Types of research paper• Difference between research paper and article• Elements in research paper• Writing components: language, vocabulary, punctuation, cohesion, clarity etc.
8	Competitive Exam Guidance <ul style="list-style-type: none">• Introduction to various competitive exams conducted by government• How to crack the competitive examination-tips• Major areas for preparation• Helping tools: websites, magazines, newspapers, employment news papers
	Section-B
9	Wings of Fire by Abdul Kalam-Propitiation & Contemplation Chapters



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References:

Sr No.	Title	Author	Publisher
1	Effective Personal Communication Skills for Public Relations	Green Andy	Kogan age Limited
2	Advanced Buisness Communication	John M. Penrose Jr., Robert W. Rasberry, Robert J. Myers	Thomason/South-Western
3	Technical Communication	D.K.Chakradev	Tech-max Publication
4	Basic Buisness Communication	Flatly and Lesikar	
5	From Sentence to Paragraph	William J. Kelly and Deborah L. Lawton	Longman
6	Technical Communication: Principles and Practice	Meenaxi Raman & Sangeeta Sharma	Oxford University Press
7	Principles and Practice of Business Communication	Rhoda Doctor	Sheath publishers
8	Effective Technical Communication	M Ashraf Rizvi	Tata Mc Graw hill
9	Personality Development and Soft Skills	Mitra Barun	OUP
10	Resumes and Interviews	M Ashraf Rizvi	Tata Mc Graw hill
11	Business Communication	Asha Kaul	Prentice-Hall of India Ltd
12	Business Communication	Lesikar Raymond V & Pettit John D	AIIBS Publishers & Distributers
13	Hand Book of Practical Communication Skills	Chrissie Wrought	Jaico Publishing House
14	Communication Today – Understanding Creative Skills	Ray Reuben	Himalaya Publishing House
15	Managing Soft Skills for Personality Development	B.N. Ghosh	Tata Mc Graw hill
16	Wings of Fire	Abdul Kalam	University Press