



C.U.SHAH UNIVERSITY – WADHWANCITY

FACULTY OF: - Science

DEPARTMENT OF: - English

SEMESTER: - VI

CODE:- 4SC06PEF1

NAME: – Professional Etiquettes-2

Teaching & Evaluation Scheme:-

Subject Code	Subject Name	Teaching Schemes (Hours)				Cre dit	Evaluation Schemes							
		Th	Tu	Pr	To		Theory				Practical (Marks)		Tot al	
											Internal			Univer sity
							Sessional Exam		University Exam		Pr	T W		Pr
							Marks	Hours	Marks	Hours				
4SC06PEF1	Professional Etiquettes-2	1	0	2	3	2	20	1	50	2	20	10	0	100

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