



# Centre for Corporate and Career Advancement (C3A)

#### SISTER NIVEDITA UNIVERSITY

**SYLLABUS** 

**FOR** 

**BACHELOR DEGREE COURSE** 

DG1/2 New Town, Kolkata 700156

www.snunic.ac.in

2023-26

FORMAT FOR COURSE CURRICULUM

### SISTER NIVEDITA UNIVERSITY

# **Campus To Corporate Centre (C3)**

#### FORMAT FOR COURSE CURRICULUM

#### **UG-01**

Course Name: Communication Basic Sem I

L	P/ S	TOTAL CREDIT UNITS
1	1	1

#### **Credit Unit: 1**

**Course objective:** The course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage. The course would enhance student's vocabulary, language and fluency.

**Prerequisite:** NIL

1.	Module I: Essentials of English Grammar	30% Weightage
	<ul> <li>Tenses</li> <li>Article</li> <li>Parts of Speech</li> <li>Sentence Structure</li> <li>Subject Verb Agreement</li> <li>Punctuations</li> </ul>	
	Activities: Grammar worksheets, Bingo, Grammar puzzles, Quizzes, Conversations, Role Play	
2.	<b>Module II: Spoken English Communication</b>	30% Weightage
	<ul><li>Fluency</li><li>Intonation</li><li>Pronunciation</li></ul>	
	Activities: Role Play, Picture description, Story Telling, Information Gap Activities, Audio & Video recordings	
3.	Module III: Vocabulary	20% Weightage
	<ul><li>Use of dictionary</li><li>Diminutives, Homonyms &amp; Homophones</li></ul>	

	<ul> <li>Synonyms &amp; Antonyms</li> <li>Idioms &amp; Phases</li> <li>Vocabulary Drills</li> <li>Activities: Word Association, Vocabulary Cards, Contextual word usage, quizzes</li> </ul>	
4.	<ul> <li>Module IV: Introduction to Written English</li> <li>Progression of Thought/ideas</li> <li>Paragraph Writing</li> <li>Essay Writing</li> </ul>	10% Weightage
	Activities: Peer editing, writing prompts, sentence expansion	
5.	Module V: Strategic Reading  1. "The Night Train at Deoli" by Ruskin Bond 2. "The Postmaster" by Rabindranath Tagore 3. "The Prospect of Flowers" by Ruskin Bond" 4. "The Woman on Platform No. 8" by Ruskin Bond 5. "The Dog of Tithwal" by Saadat Hasan Manto Comprehension Questions will be set in the End-Semester Exam	10% Weightage
	<ul> <li>Learning Outcome:         <ul> <li>Identify Common Errors and Rectify Them</li> <li>Develop Writing Skills Through Controlled and Guided Activities</li> </ul> </li> <li>To Develop Coherence, Cohesion and Competence in Oral Discoursethrough Intelligible Pronunciation.</li> <li>Methodology for Course Delivery:         <ul> <li>Workshop</li> </ul> </li> </ul>	
	<ul> <li>Group Discussions</li> <li>Presentations</li> <li>Extempore</li> </ul>	

### **Assessment/ Examination Scheme:**

Assessment Components:			
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.		
	Mode of test- Oral/viva equivalent on either individual or group basis.		
Total Marks Allotted~ 20			
Test 2-Class Test	To be taken after approx. 4 weeks of test 1.		
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved		
Total Marks Allotted~ 20			
Test 3~ Project	To be taken after approx. 4weeks of test 2.		
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.		
	Part 2- Group assignment /project on given topics to be submitted by the student.		
Total Marks Allotted- 30 (Part 1- 15, Part 2-15)			
Test 4~ Home Assignment	To be taken after approx. 4weeks of test 3.		
	Mode of test: Oral/ Viva equivalent on either individual or group basis		
Total Marks Allotted~ 20			
Total marks 10~	To be alien an annual office Affair design		
rarticipation	Participation To be given on cumulative Attendance		
Total marks= 20+20+30+20+10=100			

### **Campus To Corporate Centre (C3)**

#### FORMAT FOR COURSE CURRICULUM

TOTAL

CREDIT UNITS

**P**/

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UG-01

Course Name: Soft Skill Development -II

**Credit Unit: 1** 

Course objective: To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking,

Reading, Writing)

**Prerequisite:** NIL

1.	Module I: Fundamentals of Communication	30% Weightage
	<ul> <li>Process &amp; Importance</li> <li>Role and purpose of communication: 7 C's of Communication</li> <li>Effective Communication &amp; Barriers</li> <li>Types &amp; Channels</li> <li>Models of Communication (Linear &amp; Shannon Weaver)</li> <li>Communication Networks</li> </ul>	
	Activates: Daily conversation practice, pronunciation exercises, Listening comprehension, Cultural discussions	
2.	Module II: Verbal Communication	30% Weightage
	Oral Communication: Forms, Advantages, Disadvantages	

	<ul> <li>Written Communication: Forms, Advantages &amp; Disadvantages</li> <li>Introduction to Communication skills: Listening, Speaking, Reading, Writing</li> <li>Activities: Debate discussion, public speaking challenges, Group presentations</li> </ul>	
3.	<ul> <li>Module III: Non-Verbal Communication</li> <li>Principles &amp; Significance of Non-Verbal Communication</li> <li>KOPPACT (Kinesics, Oculesics, Proxemics, Para-Language, Artifacts, Chronemics, Tactilics)</li> <li>Visible Code/Object Language</li> <li>Haptics</li> <li>Body Language</li> <li>Activities: Facial expression challenge, silent discussion, body language detective, Mirror exercise, Dumb-Charades</li> </ul>	20% Weightage
4.	<ul> <li>Module IV: Mastering Listening</li> <li>Process, Importance and Types of Listening</li> <li>Effective Listening: Principles &amp; Barriers</li> <li>Activities: Dictation exercise, listen &amp; sequence, listen &amp; draw, note taking</li> </ul>	10% Weightage
5.	Module V: Strategic Reading  1. "The Lost Child" by Mulk Raj Anand  2. "The Room on the Roof" by Ruskin Bond  3. "The Last Question" by Isaac Asimov  4. "The Fun They Had" by Isaac Asimov  5. "An Astrologer's Day" by R.K. Narayan  6. "Harrison Bergeron" by Kurt Vonnegut  7. "The Machine Stops" by E.M. Forster  8. "The Blue Umbrella"	10% Weightage

Comprehension Questions will be set in the End-Semester Exam
Learning Outcome:  • Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment
<ul> <li>Methodology for Course Delivery:</li> <li>Extempore</li> <li>Presentations</li> </ul>

Assessment Components:	
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.
	Mode of test- Oral/viva equivalent on either individual or group basis.
Total Marks Allotted~ 20	
Test 2~Class Test	To be taken after approx. 4 weeks of test 1.
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved
Total Marks Allotted~ 20	
Test 3~ Project	To be taken after approx. 4weeks of test 2.
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.
	Part 2~ Group assignment /project on given topics to be submitted by the student.
Total Marks Allotted~ 30 (Part 1~ 15, Part 2-15)	
Test 4~ Home Assignment	To be taken after approx. 4weeks of test 3.
	Mode of test: Oral/ Viva equivalent on either individual or group basis

Total Marks Allotted~ 20		
Total marks 10~		
Participation	To be given on cumulative Attendance	
Total marks= 20+20+30+20+10=100		

# **Campus To Corporate Centre (C3)**

#### FORMAT FOR COURSE CURRICULUM

**UG-01** 

Course Name: Soft Skill Development -III

**Credit Unit: 1** 

L	P/ S	TOTAL CREDIT UNITS
1	1	1

Course objective: To emphasize the essential aspects of effective written communication necessary for professional success. To enable the students to adopt strategies for effective reading & listening skills

**Prerequisite:** NIL

1.	<ul> <li>Module I: Principles of Effective Writing</li> <li>Spellings- 100 Most Misspelled words/Dictation.</li> <li>Web Based Writing</li> <li>Note Taking: Process &amp; Techniques</li> </ul>	30% Weightage
	Activities: Descriptive writing, sentence variety exercise, proof reading	
2.	<ul> <li>Module II: Professional Buildup</li> <li>Block Format</li> <li>Types &amp; formats of letter writing</li> <li>Email</li> <li>Netiquette</li> <li>Business Memos</li> </ul>	30% Weightage

3.	Module III: Mastering Listening	20% Weightage
	<ul><li>Paraphrasing</li><li>Summarizing</li><li>Guidelines to increase listening</li></ul>	
	Activities: Reflective listening, mindful exercises, audio material, nonverbal ques	
4.	Module IV: Strategic Reading	
	<ul><li>Process, types and reading rate adjustment</li><li>Tips for improving reading skills</li></ul>	10% Weightage
	Activities: News reading, Picture Reading, Review	
5.	Module V: Strategic Reading	10% Weightage
	1- "The Man Who Knew Infinity" by Robert Kanigel: 2- "The Looming Shadow" by Paro Anand 3- "The Seventh Horse" by B. M. Srikantaiah 4- "The Room of Many Colours" by Ruskin Bond 5- "The Veldt" by Ray Bradbury	
	Comprehension Questions will be set in the End-Semester Exam	
	Learning Outcome:	
	The students should be able to write, listen & read correctly and properly with special reference to Letter writing.	
	Methodology for Course Delivery:  Workshop Group Discussions Presentations Lectures	

Assessment Components:	
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.
	Mode of test- Oral/viva equivalent on either individual or group basis.
Total Marks Allotted~ 20	
Test 2-Class Test	To be taken after approx. 4 weeks of test 1.
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved
Total Marks Allotted~ 20	
Test 3~ Project	To be taken after approx. 4weeks of test 2.
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.
	Part 2~ Group assignment /project on given topics to be submitted by the student.
Total Marks Allotted- 30 (Part 1- 15, Part 2-15)	
Tree A House Assistance of	To be taken after approx. Aurocks of test 2
Test 4~ Home Assignment	To be taken after approx. 4weeks of test 3.
Tatal Mayles Allactad OO	Mode of test: Oral/ Viva equivalent on either individual or group basis
Total Marks Allotted~ 20	
Total marks 10- Participation	To be given on cumulative Attendance
- WI WILLIAM IN THE STATE OF TH	Total marks= 20+20+30+20+10=100

# **Campus To Corporate Centre (C3)**

#### FORMAT FOR COURSE CURRICULUM

UG-01

Course Name: Soft Skill Development -IV

**Credit Unit:** 1

L	P/ S	TOTAL CREDIT UNITS
1	1	1

Course objective: This course is designed to develop the skills of the students in formal witing,

art of public speaking and negotiating their use in group discussions. It would help to learn the dynamics of social communication.

**Prerequisite:** NIL

1.	Module I: Employment Structure Program  Resume Writing Covering Letters	30% Weightage
	<ul> <li>Follow Up Letters</li> <li>Application writing</li> </ul> Activities: Job Application Exercises,	

2.	<ul> <li>Module II: Synergy Sessions         <ul> <li>Significance of GD</li> </ul> </li> <li>Methodology &amp; Guidelines</li> <li>Activities: Ice braker Activities, assigned roles, topic brainstorming, round-robin sharing, fish-bowl discussions, mindmaping</li> </ul>	20% Weightage
3.	<ul> <li>Module III: Personality Development</li> <li>Essentials in public speaking</li> <li>Parameters in public speaking</li> <li>Context based speaking i.e., in general situation, specific professional situation, simulation/role play</li> <li>Activities: In prompt to speeches, mock presentations, postmasters, audience interaction exercise, stage presence</li> </ul>	30% Weightage
4.	<ul> <li>Module IV: Adult Grooming</li> <li>Small talk</li> <li>Building rapport</li> <li>Expand social and Corporate Associations</li> <li>Informal Communication: Grapevine, Chat</li> <li>Activities: Role play, emotional intelligence, conflict resolution, peer feedback, cultural awareness</li> </ul>	10% Weightage
5	Module V: Strategic Reading  1. "The Man Who Planted Trees" by Jean Giono 2. "The Gentleman of the Raj" by Khushwant Singh 3. "The Last Lecture" by Randy Pausch 4. "The Machine That Won the War" by Isaac Asimov 5. "The Secret Life of Walter Mitty" by James Thurber	10% Weightage

<ul> <li>Learning Outcome:</li> <li>Build the confidence to speak in public</li> <li>Facilitate students to develop learning to construct and deliver messages that incorporate the appropriate use of organizing content.</li> <li>Learn the subtle nuances of an effective group discussion</li> </ul>
<ul> <li>Methodology for Course Delivery:</li> <li>Workshop</li> <li>Group Discussions</li> <li>Presentations</li> <li>Lectures</li> </ul>

Assessment Components:	
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.
	Mode of test~ Oral/viva equivalent on either individual or group basis.
Total Marks Allotted~ 20	
Test 2-Class Test	To be taken after approx. 4 weeks of test 1.
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved
Total Marks Allotted~ 20	
Test 3~ Project	To be taken after approx. 4weeks of test 2.
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.
	Part 2~ Group assignment /project on given topics to be submitted by the student.
Total Marks Allotted~ 30 (Part 1~ 15, Part 2~15)	

Test 4~ Home Assignment	To be taken after approx. 4weeks of test 3.
	Mode of test: Oral/ Viva equivalent on either individual or group basis
Total Marks Allotted~ 20	
Total marks 10~	
Participation	To be given on cumulative Attendance
Total marks= 20+20+30+20+10=100	

### **Campus To Corporate Centre (C3)**

FORMAT FOR COURSE CURRICULUM

UG-01

Course Title: Soft Skill Development -V

**Credit Unit:** 1

L	P/ S	TOTAL CREDIT UNITS
1	1	1

Course objective: The main emphasis of this course is to develop the skills of the students in preparing job interviews and empower students to carry out day to day communication at the work place by adequate understanding of various types of communication to facilitate efficient interpersonal communication.

Prerequisite: NIL

1.	<ul> <li>Module I: Industrial Presentation</li> <li>Discussing the Significance of Audio-visual Aids, Audience and Feedback in Presentation Skills</li> <li>Analysing the Significance of Non-Verbal Communication</li> <li>Prepare effective PowerPoint Presentation</li> <li>Delivering the presentation</li> <li>Handling questions</li> </ul>	30% Weightage
	Activities: Time limited presentations, visual aid designs, Impromptu speaking, peer presentations	
2.	<ul> <li>Module II: Corporate Training</li> <li>Types &amp; Styles of Interviews</li> <li>Fundamentals of facing Interviews &amp; practice sessions</li> </ul>	30% Weightage
	Interview-Frequently Asked Ouestions	

	GD, Extempore, JAM Session	
	Activities: Mock interviews, research & preparation, behavioural & panel interview simulation, elevator pitch development, video interview practice	
3.	<ul> <li>Module III: Social Etiquette</li> <li>Understanding Social Communication in Workplace environment.</li> <li>Employee feedback: Assess employee performance and satisfaction.</li> <li>Simulation</li> <li>Humour in Communication-Use of 'Puns'</li> <li>Infotainment and social media</li> </ul>	20% Weightage
	Social Networking	
	Activities: Active listening exercise, team building, conflict resolution, feedback appreciation exercise, emotional intelligence, cross functional collaboration projects, networking & professional association	
4.	<ul> <li>Module IV: Corporate Negotiation</li> <li>Definition/Concept</li> <li>Purpose/ Significance</li> </ul>	10% Weightage
	Checklist- Good & Bad Practices	
	Activities: Role play, case study, simulation, persuasive communication exercise, multi-party associations	
5	Module V: Strategic Reading	
	<ul> <li>'The ones who walk away from Omelas" by JUrsula K.</li> <li>Le Guin</li> </ul>	10% Weightage
	• "The Thakur's Well" by Munshi Premchand	
	"The Gardener" by Rabindranath Tagore	
	• "The Letter" by Dhumketu	
	• "The Boy Who Broke the Bank" by Ruskin Bond	
	• "An Astrologer's Day" by R.K. Narayan	
	Comprehension Questions will be set in the End-Semester Exam	
	Learning Outcome:	
	<ul> <li>To strengthen their creative learning process through individual</li> </ul>	

expression and collaborative peer activities	
<ul> <li>Prepare and present effective presentations aided by ICT tools.</li> </ul>	
<ul> <li>Ability to handle the interview process confidently</li> </ul>	
Methodology for Course Delivery:	
<ul> <li>Workshop</li> </ul>	
<ul> <li>Group Discussions</li> </ul>	
• Presentations	
• Lectures	

Assessment Components:		
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.	
	Mode of test- Oral/viva equivalent on either individual or group basis.	
Total Marks Allotted~ 20		
Test 2~Class Test	To be taken after approx. 4 weeks of test 1.	
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved	
Total Marks Allotted~ 20		
Test 3~ Project	To be taken after approx. 4weeks of test 2.	
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.	
	Part 2- Group assignment /project on given topics to be submitted by the student.	
Total Marks Allotted~ 30 (Part 1~ 15, Part 2~15)		
	T-1 (-1	
Test 4~ Home Assignment		
m . 1 x 1 . 11 1	Mode of test: Oral/ Viva equivalent on either individual or group basis	
Total Marks Allotted~ 20		
Total marks 10- Participation	To be given on cumulative Attendance	
типограноп	Total marks= 20+20+30+20+10=100	

### **Campus To Corporate Centre (C3)**

FORMAT FOR COURSE CURRICULUM

**UG-01** 

Course Title: Soft Skill Development -VI

**Credit Unit: 1** 

L	P/ S	TOTAL CREDIT UNITS
1	1	1

**Course objective:** This course is designed to hone the creative minds of students to develop knowledge of diverse ethnic groups and cultures and to increase self-awareness for cultural competence and sensitivity.

**Prerequisite:** NIL

1.	<ul> <li>Module I: Image Management</li> <li>Power Dressing</li> <li>Fine Dining</li> <li>Office Party Etiquette</li> <li>Business Travel Etiquette</li> <li>Work Place and Business Etiquette</li> <li>Proper Greetings</li> <li>Thank You Notes</li> <li>Voice Mail Etiquette</li> <li>Business Salutation Etiquette</li> <li>Guest Etiquette</li> <li>Cubicle Etiquette</li> <li>Business Card Etiquette</li> <li>Different Cultural Etiquette &amp; Protocol</li> </ul>	30% Weightage
2.	Module II: Engaging Dialogue  • Report Writing  • Purpose/Significance  • Types  • Format  > Telephony Skills  • Call Receiving/ Handling/ Concluding Etiquette  • Voice Modulation  • Effective Listening  • Dos and Don'ts of Telephony Skills	30% Weightage
3.	Module III: Constructive Connections      Notices     Circulars     Agenda     Minutes	20% Weightage
4.	<ul> <li>Module IV: Empowered Exchange</li> <li>Culture and Context</li> <li>Awareness &amp; Significance of Understanding Culture</li> </ul>	10% Weightage

	Ethnocentrism, Stereotyping and Cultural Relativism	
	<ul> <li>Cultural Shock and Social Change</li> </ul>	
	Activities: Cultural exchange exercise, network & diverse individuals, cross cultural virtual collaborations.	
5.	Module V: Strategic Reading	10% Weightage
	<ul> <li>Learning Outcome:</li> <li>To communicate contextually in specific personal and professional situations with courtesy.</li> <li>Conduct all business activities related to the workplace with technical efficiency.</li> <li>Students will be able to navigate cross cultural encounters in a global economy.</li> <li>Become Interview ready</li> </ul>	
	<ul> <li>Methodology for Course Delivery:</li> <li>Workshop</li> <li>Group Discussions</li> <li>Presentations</li> <li>Lectures</li> </ul>	

Assessment Components:				
Test 1~ Quiz	Practise and activity-based test. After approx. 4weeks of instructions of commencement of classes.			
	Mode of test- Oral/viva equivalent on either individual or group basis.			
Total Marks Allotted~ 20				
Test 2-Class Test	To be taken after approx. 4 weeks of test 1.			
	Mode of Test- Written MCQ or response type questions designed to gauge the extent of a student's reception and competence achieved			
Total Marks Allotted~ 20				
Test 3~ Project	To be taken after approx. 4weeks of test 2.			
	Mode of test: Part 1-Oral/Viva to be taken after approx. 4weeks of test 2.			
	Part 2~ Group assignment /project on given topics to be submitted by the student.			
Total Marks Allotted- 30 (Part 1- 15, Part 2-15)				
Tree A House Assistant	To be taken after approx. Aurocks of test 2			
Test 4~ Home Assignment	To be taken after approx. 4weeks of test 3.			
Tatal Mayles Allactad OO	Mode of test: Oral/ Viva equivalent on either individual or group basis			
Total Marks Allotted~ 20				
Total marks 10- Participation	To be given on cumulative Attendance			
Total marks= 20+20+30+20+10=100				