

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – I) (W.E.F. 2017-18)

Subject Name: SKILL ENHANCEMENT COURSE (SEC)

Subject Code: 3519200

Subject Credits: 3

Total Marks: 150

1. Course Objective:

This course contains basic Professional skills which are required with respect to Office Automation Tools, Basic Communication skills and Business Etiquettes. The core objective is to help the students to understand the fundamental concepts and its practical use of all these skills. In addition to covering the basic theoretical concepts, the course must be taught to the students that involve hands-on practice to become as an effective manager.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Course Contents:

Module No	Module Content	No. of Sessions	Marks
I	OFFICE AUTOMATION TOOLS: MS –Word (Word Processing): Working with Word, Typing and Editing, Formatting Text, Page design and layout, Adding Tables, Word Art, Use of Text box, Bullets and numbering, Hypertext., Mail Merge, Advanced features of word, etc. MS - Excel (Worksheet): Entering Data, Formatting, Calculation in Worksheets, Adding Charts, Advanced features of Excel using formulas and functions MS – PowerPoint (Presentation): Working with PowerPoint, Adding Text, Customize PowerPoint, Animation	12	50

II	<p>BASIC COMMUNICATION SKILLS</p> <p>Reading Skills Writing (Comprehension) Skills Speaking (Presentation) Skills</p>	12	50
III	<p>BUSINESS ETIQUETTES</p> <p>Workplace Etiquette Personal Appearance: Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, General Appearance, What To Wear for Different Occasions. Using the Right Tone of Voice, Sounding Confident. Dealing with Body Odor, Dealing with Bad Breath, Using Perfume</p> <p>Etiquette in and around the Office: Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas</p> <p>Office Party Etiquette: Attire, Attendance, Food & Beverages, Conversations, Introductions</p> <p>Public Speaking Etiquette Speak hands-free, Inject Humor, Encourage Questions and Answers, Understand the power in a pause, Stay mindful of the sound of your own voice, Understand your audience</p> <p>Social Media Etiquettes Professional and Personal use of various Social Media (WhatsApp, Facebook, Twitter, Instagram, LinkedIn, Quora, Youtube, etc.) Apps.</p>	12	50
	Total	36	150

4. Guidelines to conduct the sessions:

The trainer/teacher must conduct the sessions in all three modules. The sessions must be more practice oriented rather than theatrical discussion. The faculty must use Computer Lab for practical sessions in office automation tools. As far as second and third modules are concerned, the faculty must conduct various activities to discuss/teach the concepts which are mentioned in the modules.

Each Module carries equal weighted of 50 marks. The core objective of this subject is to enhance professional skills of newly joined students.

5. Evaluation:

Being a Skill Enhancement Course (SEC), only viva voce will be conducted at the end of semester in this course. University will appoint one External Examiner for every 30 students who will conduct Viva along with Internal Examiner. The proportion of external and internal marks is 7:3. Total mark of the subject is 150 and external examiner will give marks out of 105 and internal examiner will give marks out of 45. There will be no theory exam conducted in this subject. The external examiner must conduct Practical exam for Office Automation Tool Module in the computer Lab and for other two modules he/she may conduct Viva/Presentation.
