

PEV301:VERBAL ABILITY

L:2 T:2 P:0 Credits:4

Course Outcomes: Through this course students should be able to

CO1 :: demonstrate proficiency in English grammar for effective communication

CO2 :: develop strong speaking skills for professional communication

CO3 :: employ reading comprehension skills and the ability to analyze both technical and non-technical texts critically

CO4 :: compose professional documents such as CVs and JD write-ups, demonstrating clarity, structure, and alignment with industry standards

CO5 :: master group discussions, job interviews, and professional conversations by using communication strategies

CO6 :: build a professional online presence through personal branding, digital profiling, and leveraging social media platforms for career advancement

Unit I

Subject-Verb Agreement and Error Identification : rules of subject verb agreement, errors based on tenses, errors based on modifiers, errors based on parallelism, company specific vocabulary

Unit II

Story Telling in Professional Setting : crafting a memorable personal narrative, highlighting achievements through stories, aligning stories with job requirements, tailoring language to company culture, balancing professional and personal stories, mastering non-verbal cues in storytelling, adapting tone and pacing to the interview setting, avoiding overuse of jargon and technical terms, engaging the interviewer with relevant anecdotes, demonstrating growth through personal stories

Unit III

CV Writing, CV Justification, and Interview Preparation : highlighting key skills and competencies, showcasing achievements with measurable results, avoiding common cv mistakes, using clear and concise language, CV justification, interview rounds and types of interviews, practicing behavioral interview techniques (STAR), showcasing technical skills in interviews, personalization for technical roles, JD-based interviews, common interview questions and strategies to answer

Unit IV

Personal Branding, Elevator Pitch and Project Pitching : building a strong online and offline presence, structuring and articulating professional ideas in interviews and discussions, professional conversations, navigating structured and spontaneous discussions, value proposition, unique selling point (USP), pitching projects as per company needs, creating an impactful LinkedIn profile

Unit V

Reading Comprehension : introduction to reading comprehension questions, identifying the main idea, drawing inferences from the text, contextualizing vocabulary

Unit VI

Group Discussion and Analytical Thinking : understanding the topic and framing your viewpoint, active listening, idea generation techniques (KWA, SPELT, POP BEANS, VAP, SCAMPER), maintaining a balanced tone, using facts and examples to support your arguments, managing disagreements professionally, summarizing key points to add clarity, demonstrating leadership without being overbearing, staying focused on the topic and avoiding tangents, showing critical thinking by questioning assumptions, using analytical frameworks to break down complex issues, providing solutions or actionable insights in discussion, handling time limits effectively during group discussion, practicing team dynamics and collaboration skills

References:

1. VERBAL ABILITY AND READING COMPREHENSION FOR THE CAT AND OTHER MBA ENTRANCE EXAMINATION by NISHITK.SINHA, PEARSON

