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### Personality Development and Behavioural Skills

**Course Outcomes:**

At the end of the course a student is expected:

- To communicate with more confidence using better spoken and written English
- To give better presentation and explanation with the use of digital inventions
- To perform well during Campus Drives and different Interviews

## Unit – I

**Personality Development:** Definition - Various Aspects of Personality Development - Behavioural Traits. Importance of Soft skills-Soft skills for a future Entrepreneur - Qualities of a good leader - Stress Management - Success stories.

## Unit – II

**Non Verbal Communication:** Kinesics Haptics Proxemics Vocalics Oculesics Body Language in Interviews.

## Unit - III

**Team Dynamics:** Different Types of Teams-role of an individual - Communicating as a group or team leader - Individual Presentations/Team Presentation. Case Studies: Project Presentations.

## UNIT-IV

**Technical Report Writing:** Formats - Effective Resume Preparation - Covering Letter - Statement of Purpose (SoP).

## UNIT-V

Role of Multimedia in Communication: Communication in a Digital Edge (Video Conference Etc.)

**E-Correspondence**: Recent Trends in Professional Communication - Social Networking: Importance, Effects.

**Blogging**: Creating of Blogs - Technical and Non – technical blogs – Success Stories and Case Studies.

**Reference Books**

1. Barun, K Mitra, Personality Development and Soft Skills, Oxford University Press, 2nd Edition, 2016.

2. Gopalaswamy Ramesh, the Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, 2013.

3. Krishna Mohan &Meera Banerji, Developing Communication Skills, Macmillan India Ltd, 2008.

4. Krishna Mohan &Meenakshi Raman, Effective English Communication, Tata McGraw-Hill Publishing Company Ltd, 2008.

5. AratiGurav, 50 Mantra's of Personality Development, Buzzingstock Publishing House, 2013.

6. P. KiranmaiDutt&GeethaRajeevan, Basic Communication Skills, Cambridge University Pvt. Ltd2007.

7. S.C. Sood, Mita Bose, Naresh Jain, Developing Language Skills, Manohar Publications, 2007, T.M. Farhathullah, Communication Skills for Technical Students, Orient Longman Pvt Ltd, 2002.

## BOS Members' Signatures :-

| | | | |
|---|---|---|---|
| 1. **DR. SIDDHARTHA GHOSH** <br> Chairman , BOS for AI&DS, VJIT | 2. **DR. OBV RAMANAIAH** <br> JNTUH Nominee | 3. **DR. MV KRISHNAMURTHY** <br> MD, UOSD Pvt. Ltd. | 4. **MR. PRASAD YERRAMSETTI** <br> Lead Program Manager in Data Science, Microsoft |
| 5. **MR. GOPALKRISHNA MADDIPATLA** <br> Director of Intelligence Automation (ML) Practice, EPAM Solutions, Hyderabad | 6. **DR. PADMAJA SAVARAM**, HOD, CSE, Keshav Memorial Institute of Technology, Hyderabad | 7. **DR. V. VIJAYA KUMAR** <br> DEAN CSE & IT, Anurag Group of Institutes | 8. **DR. B. VIJAYA KUMAR** <br> HOD, CSE, VJIT |
| | | | **DATE OF BOS MEETING** |
| 9. **DR. K. VASANTH** <br> HOD, ECE, VJIT | 10. **DR. D ARUNA KUMARI** <br> Professor in CSE, VJIT | 11. **PROF. B. SRINIVASULU** <br> HOD, IT, VJIT | – 06 – 2020 |

**III YEAR B.Tech. AI – II Sem**                                   **L    T    P    C**