

STS5001	Essentials of Business Etiquettes	L	T	P	J	C
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Pre-requisite		Syllabus version				
		3.0				
Course Objectives:						
1. To develop the students’ logical thinking skills						
2. To learn the strategies of solving quantitative ability problems						
3. To enrich the verbal ability of the students						
4. To enhance critical thinking and innovative skills						
Expected Course Outcome:						
• Enabling students to use relevant aptitude and appropriate language to express themselves						
• To communicate the message to the target audience clearly						
Student Learning Outcomes (SLO): 7, 9						
Module:1	Business Etiquette: Social and Cultural Etiquette and Writing Company Blogs and Internal Communications and Planning and Writing press release and meeting notes	9 hours				
Value, Manners, Customs, Language, Tradition, Building a blog, Developing brand message, FAQs', Assessing Competition, Open and objective Communication, Two way dialogue, Understanding the audience, Identifying, Gathering Information,. Analysis, Determining, Selecting plan, Progress check, Types of planning, Write a short, catchy headline, Get to the Point –summarize your subject in the first paragraph., Body – Make it relevant to your audience,						
Module:2	Study skills – Time management skills	3 hours				
Prioritization, Procrastination, Scheduling, Multitasking, Monitoring, Working under pressure and adhering to deadlines						
Module:3	Presentation skills – Preparing presentation and Organizing materials and Maintaining and preparing visual aids and Dealing with questions	7 hours				
10 Tips to prepare PowerPoint presentation, Outlining the content, Passing the Elevator Test, Blue sky thinking, Introduction , body and conclusion, Use of Font, Use of Color, Strategic presentation, Importance and types of visual aids, Animation to captivate your audience, Design of posters, Setting out the ground rules, Dealing with interruptions, Staying in control of the questions, Handling difficult questions						
Module:4	Quantitative Ability -L1 – Number properties and Averages and Progressions and	11 hours				

	Percentages and Ratios	
Number of factors, Factorials, Remainder Theorem, Unit digit position, Tens digit position, Averages, Weighted Average, Arithmetic Progression, Geometric Progression, Harmonic Progression, Increase & Decrease or successive increase, Types of ratios and proportions		
Module:5	Reasoning Ability-L1 – Analytical Reasoning	8 hours
Data Arrangement(Linear and circular & Cross Variable Relationship), Blood Relations, Ordering/ranking/grouping, Puzzle test, Selection Decision table		
Module:6	Verbal Ability-L1 – Vocabulary Building	7 hours
Synonyms & Antonyms, One word substitutes, Word Pairs, Spellings, Idioms, Sentence completion, Analogies		
	Total Lecture hours:	45 hours
Reference Books		
1.	Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler(2001) Crucial Conversations: Tools for Talking When Stakes are High. Bangalore. McGraw-Hill Contemporary	
2.	Dale Carnegie,(1936) How to Win Friends and Influence People. New York. Gallery Books	
3.	Scott Peck. M(1978) Road Less Travelled. New York City. M. Scott Peck.	
4.	FACE(2016) Aptipedia Aptitude Encyclopedia. Delhi. Wiley publications	
5.	ETHNUS(2013) Aptimithra. Bangalore. McGraw-Hill Education Pvt. Ltd.	
Websites:		
1.	<u>www.chalkstreet.com</u>	
2.	<u>www.skillsyouneed.com</u>	
3.	<u>www.mindtools.com</u>	
4.	<u>www.thebalance.com</u>	
5.	<u>www.eguru.ooo</u>	
Mode of Evaluation: FAT, Assignments, Projects, Case studies, Role plays, 3 Assessments with Term End FAT (Computer Based Test)		
Recommended by Board of Studies		
Approved by Academic Council	No. 53rd AC	Date 13/12/2018