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  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	STS5001 Essentials of		Essentials of Business Etiqu	<b>Business Etiquettes</b>	
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					3 0 0 0 1
To develop the students' logical thinking skills	Pre-requ	isite			Syllabus version
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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				blems	
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Student Learning Outcomes (SLO):   7, 9		_		88	<b>F</b>
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Internal Communications and Planning and Writing press release and meeting notes	Module:1	Busine	ess Etiquette: Social and Cultural		9 hours
Writing press release and meeting notes  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 of the deadlines  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  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 11 hours		Etique	ette and Writing Company Blogs and		
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		<b>Percentages and Ratios</b>							
We	ighted A		on, Geometric Prog	gression, H	on, Tens digit position, Averages, Iarmonic Progression, Increase &				
Mo	dule:5	Reasoning Ability-L1 – A	Analytical Reason	ning	8 hours				
		,	J						
	_	ement(Linear and circular & Cking/grouping, Puzzle test, Se			Flood Relations,				
Mo	dule:6	Verbal Ability-L1 – Vocabulary Building			7 hours				
	nonyms & nalogies	& Antonyms, One word substi	tutes, Word Pairs, S	Spellings, Id	dioms, Sentence completion,				
			Total Lecture h	ours:	45 hours				
Re	ference l	Books							
1.	_	ry Patterson, Joseph Grenny, Ron McMillan, Al Switzler(2001) Crucial Conversations: ols for Talking When Stakes are High. Bangalore. McGraw-Hill Contemporary							
2.	Dale Ca	arnegie,(1936) How to Win Friends and Influence People. New York. Gallery Books							
3.	Scott Pe	Peck. M(1978) Road Less Travelled. New York City. M. Scott Peck.							
4.	FACE(2	2(2016) Aptipedia Aptitude Encyclopedia. Delhi. Wiley publications							
5.	ETHNUS(2013) Aptimithra. Bangalore. McGraw-Hill Education Pvt. Ltd.								
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1.	www.c	w.chalkstreet.com							
2.	www.s	w.skillsyouneed.com							
3.	www.n	mindtools.com							
4.	www.t	thebalance.com							
5.	www.eguru.ooo								
		valuation: FAT, Assignmer ts with Term End FAT (Comp	, ,	studies, R	ole plays,				
Red	commend	led by Board of Studies							
Ap	Approved by Academic Council No. 53rd AC Date 13/12/2018								