



giBS

Gitarattan International Business School

Grade 'A' Accredited by NAAC

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Gitarattan International Business School

Policy No: GIBS/ACD.POL./22-23/00....

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POLICY DOCUMENT VALUE ADDED COURSE FOR BBA

Previous Policy No: N.A., dated: N.A.

1.0 Preamble

The objective of a value-added skill development course for BBA students is to equip them with practical and relevant skills that go beyond their academic curriculum and prepare them for success in the dynamic and competitive business environment. This type of course focuses on enhancing their employability, personal growth, and ability to contribute effectively to the workplace, by providing specialized skills that are in high demand, making them more attractive to employers.

2.0 Objectives

- a. **Enhancing employability:** Provide students with practical skills, industry insights, and specialized knowledge that make them more competitive in the job market.
- b. **Broadening horizons:** Introduce students to topics and subjects that may not be covered extensively in the core curriculum, giving them a well-rounded education.
- c. **Nurturing specialized skills:** Offer opportunities to develop specific skills relevant to industries, sectors, or roles.
- d. **Offering Experiential Learning:** Incorporate practical experiences such as case studies, simulations, projects, or internships that apply theoretical concepts to real-world situations.
- e. **Personal Growth:** The course offers techniques on personal development, helping students build essential soft skills like leadership, communication, teamwork, and time management.
- f. **Adaptation to Industry Trends:** The course shall help students in staying upto date with the constantly evolving, latest industry trends and best practices.

3.0 Course Outcomes

With the help of this course, the students shall be able to apply theoretical knowledge gained in their BBA program to real-world scenarios, enabling them to translate concepts into actionable strategies.

CO 1	Employability	Providing BBA students with skills that are highly valued by employers, making them more attractive candidates for internships, jobs, and future career opportunities.
CO 2	Problem solving	Equip students with problem-solving skills applicable to various business challenges, encouraging them to think critically and creatively when faced with complex situations.

CO 3	Soft skills development	Focus on enhancing interpersonal skills such as communication, teamwork, adaptability, and emotional intelligence-qualities essential for effective collaboration in diverse work environments.
CO 4	Improved time management and productivity	Teach techniques to manage time effectively, prioritize tasks, and maintain productivity, which are crucial skills for meeting deadlines and achieving goals.
CO 5	Developed communication skills	Train students to communicate clearly and confidently through written, verbal, and non-verbal communication, including presentations and public speaking.
CO 6	Develop teamwork & leadership skills	To work effectively as part of a team, including skills related to leadership, conflict resolution, and collaboration; to improve leadership qualities, such as the ability to inspire and motivate teams, led change initiatives, and make strategic decisions.
CO 7	Personal branding and relationship building skills	Teach students how to build and maintain professional networks; create a strong personal brand, fostering connections that can lead to career opportunities and collaborations.
CO 8	Provide practical industry insights	Invite guest speakers, conduct industry visits, or incorporate real-life case studies to expose students to the current business landscape and its challenges.

4.0 Program Outcomes

PO 1	Self-awareness and personal development	Students gain a deeper understanding of their own personality traits, strengths, weaknesses, preferences, and behavioral tendencies, enabling effective communication and interpersonal relationships.
PO 2	Effective Communication	Students learn to articulate their ideas effectively, making them understandable and compelling to others, including verbal and non-verbal communication.
PO 3	Enhanced Problem-Solving Abilities	Students develop the ability to analyze situations from multiple angles, evaluate information critically, and make well-informed decisions, apply various problem-solving methodologies, to tackle the real-world problems.
PO 4	Team Collaboration	Students learn the art of collaboration, fostering teamwork, conflict resolution, respect individual & group differences, and the ability to leverage diverse perspectives for better outcomes.
PO 5	Leadership Skills	Students develop a deeper understanding of leadership principles, styles, and strategies, equipping them to effectively lead and manage teams, enabling them to take on leadership roles and guide teams or organizations in making thoughtful decisions.
PO 6	Innovation and Creativity	Students develop the ability to think creatively, generating novel ideas and solutions to complex business challenges, and also think critically to stimulate innovation.

5.0 Eligibility Criteria Of Module

5.1 The enrolled students of BBA program wef Academic Session 2022-2023, studying at Gitarattan International Business School affiliated to Guru Gobind Singh Indraprastha University is eligible to attend Skill Based Training (herein after referred as SBT) Module of this **Value Added Course**.

5.2 Each SBT module pertains to each semester commencing from Semester 1 until Semester 6. The student of Semester 1,2,3,4,5 & 6 is eligible to attend Module 1,2,3,4,5 & 6 respectively and not otherwise.

6.0 Course Structure Of Value Added Course Certification - Skill Based Training (SBT)

The whole course is divided into six (06) Skill Based Training modules. Each module will have a total of thirty-six (36) hours, spread over a period of three (03) months. Following are details of the modules:

SBT – 1 TRAITS TO TRIUMPH (Personality Mapping & Development)

Month	Week	TRAITS TO TRIUMPH
Month 1	Week 1 Session 1/2/3	Personality Types & Identification
	Week 2 Session 1/2/3	Influence of personality on behaviour
	Week 3 Session 1/2/3	Managing conflicts & disagreements
	Week 4 Session 1/2/3	Attitude Building
Month 2	Week 1 Session 1/2/3	SWOT Analysis (Strengths & Weaknesses)
	Week 2 Session 1/2/3	SWOT Analysis (Opportunities & Threats)
	Week 3 Session 1/2/3	SWOT Analysis student wise
	Week 4 Session 1/2/3	Career considerations based on SWOT
Month 3	Week 1 Session 1/2/3	SMART Goal Setting
	Week 2 Session 1/2/3	Basics of Team dynamics
	Week 3 Session 1/2/3	Industrial Visit
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

SBT 2 - CLASSROOM TO BOARDROOM (Communication Skills)

Month	Week	CLASSROOM TO BOARDROOM
Month 1	Week 1 Session 1/2/3	Verbal Communication skills in the Business context
	Week 2 Session 1/2/3	Elements of Effective communication
	Week 3 Session 1/2/3	Active Listening
	Week 4 Session 1/2/3	Verbal Communication Skills DOs & DONTs

Month 2	Week 1 Session 1/2/3	Understanding nonverbal Communication Skills
	Week 2 Session 1/2/3	Body language
	Week 3 Session 1/2/3	Business Etiquette
	Week 4 Session 1/2/3	Nonverbal Communication Skills DOs & DONTs
Month 3	Week 1 Session 1/2/3	Written Communication Skills- Content Writing
	Week 2 Session 1/2/3	Written Communication Skills- Paraphrasing, referencing & Documentation
	Week 3 Session 1/2/3	Business Letters and Emails
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

SBT 3 - PIXELS TO PODIUM (Presentation Skills & Social Media)

Month	Week	PIXELS TO PODIUM
Month 1	Week 1 Session 1/2/3	Creating Impactful Presentations
	Week 2 Session 1/2/3	Multimedia Presentations (Animations)
	Week 3 Session 1/2/3	Multimedia Presentations (Videos)
	Week 4 Session 1/2/3	Effective Presentations DOs & DONTs
Month 2	Week 1 Session 1/2/3	Delivering Individual Presentations
	Week 2 Session 1/2/3	Delivering Individual Presentations
	Week 3 Session 1/2/3	Delivering Individual Presentations
	Week 4 Session 1/2/3	Delivering Group Presentations
Month 3	Week 1 Session 1/2/3	Social Media Appearance
	Week 2 Session 1/2/3	Platform appropriate Personal Branding, LinkedIn
	Week 3 Session 1/2/3	Netiquette
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

SBT 4 - APTI ACE (Aptitude Training)

Month	Week	APTI ACE
Month 1	Week 1 Session 1/2/3	Verbal Reasoning
	Week 2 Session 1/2/3	Logical reasoning
	Week 3 Session 1/2/3	Abstract Reasoning
	Week 4 Session 1/2/3	Analytical Reasoning
Month 2	Week 1 Session 1/2/3	Mental Math-Beginner
	Week 2 Session 1/2/3	Mental Math-Intermediate

	Week 3 Session 1/2/3	Mental Math-Advanced
	Week 4 Session 1/2/3	Reading Comprehension
Month 3	Week 1 Session 1/2/3	Selection process & Pattern analysis
	Week 2 Session 1/2/3	DOs & DONTs of attempting selection test virtual/in person
	Week 3 Session 1/2/3	Sample question papers from past recruiters
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

SBT 5 - EXPRESS TO IMPRESS (Personal Interviews & Group Discussion)

Month	Week	EXPRESS TO IMPRESS
Month 1	Week 1 Session 1/2/3	Creating impressive Resume
	Week 2 Session 1/2/3	Telephonic & Virtual Interviews
	Week 3 Session 1/2/3	In-person Interviews
	Week 4 Session 1/2/3	Mock Interviews
Month 2	Week 1 Session 1/2/3	Group Dynamics
	Week 2 Session 1/2/3	Elements of Group Discussion
	Week 3 Session 1/2/3	Group Discussion DOs & DONTs
	Week 4 Session 1/2/3	Mock Group Discussion
Month 3	Week 1 Session 1/2/3	Interview preparation - Understanding a Job Description, JDs from past recruiters
	Week 2 Session 1/2/3	Interview preparation - Common interview questions and how to answer them
	Week 3 Session 1/2/3	Company Specific mock Personal Interviews
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

SBT 6 - RISE AND SHINE (Resume Finalization & Professional Grooming)

Month	Week	RISE AND SHINE
Month 1	Week 1 Session 1/2/3	Resume finalization
	Week 2 Session 1/2/3	Internship alignment with resume
	Week 3 Session 1/2/3	Resume Finalization-Customization
	Week 4 Session 1/2/3	Professional grooming
Month 2	Week 1 Session 1/2/3	Professional Etiquette and Behavior
	Week 2 Session 1/2/3	Priority & Time Management
	Week 3 Session 1/2/3	Leadership development
	Week 4 Session 1/2/3	Professional conduct & Ethics

Month 3	Week 1 Session 1/2/3	Creating Personal Brand
	Week 2 Session 1/2/3	Negotiation Skills
	Week 3 Session 1/2/3	Specialization based Interview Simulation
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

6.1 SBT 1 TRAITS TO TRIUMPH (Personality Mapping & Development)

Module overview: This module helps familiarize the students with various personality frameworks and assessment tools. Enable students to map their own personalities and identify strengths, weaknesses, and growth areas. Provide strategies for personal and professional development based on individual personality traits. Enhance students' self-awareness, communication skills, teamwork, and leadership abilities, making career choices, learning team dynamics, leadership skills, and help in professional goal setting.

Month	Week	TRAITS TO TRIUMPH
Month 1	Week 1 Session 1/2/3	Personality Types & Identification
	Week 2 Session 1/2/3	Influence of personality on behaviour
	Week 3 Session 1/2/3	Managing conflicts & disagreements
	Week 4 Session 1/2/3	Attitude Building
Month 2	Week 1 Session 1/2/3	SWOT Analysis (Strengths & Weaknesses)
	Week 2 Session 1/2/3	SWOT Analysis (Opportunities & Threats)
	Week 3 Session 1/2/3	SWOT Analysis student wise
	Week 4 Session 1/2/3	Career considerations based on SWOT
Month 3	Week 1 Session 1/2/3	SMART Goal Setting
	Week 2 Session 1/2/3	Basics of Team dynamics
	Week 3 Session 1/2/3	Industrial Visit
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Evaluation & Assessment Criteria SBT - 1

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

Personality test result analysis-based assessment
Caselet based assessment
Role plays based assessment on hypothetical conflict scenario in a business set up
Scenario based brief activity that demonstrates the impact of attitude on problem-solving or decision-making
MCQ assessment
SWOT Analysis self-assessment
Assessment on students' analysis of their own career choices
Time bound individual/group activity for Goal Setting
Role Play based team exercise to enhance trust, cooperation, and problem-solving skills.
Report writing on industrial visit

Syllabus for Skill Based Training Module- 1

Month 1 - Week 1
Session I: Brief overview of what personality types are. Explain understanding personality types can benefit personal and professional development, and how self-awareness of one's personality type aids in making better career decisions.
Session II, III: Conduct a simplified online personality test. Ask students to complete the test individually. Personality test result analysis-based assessment.
Month 1 - Week 2
Session I: Discuss how businesses consider personality traits during recruitment, team formation, and leadership development.
Session II: Engage students in a discussion about their own observations and experiences related to personality and behavior.
Session III: Caselet based assessment
Month 1 - Week 3
Session I: Define conflict and its various forms, demonstrate managing conflicts effectively in both personal and professional settings. Present different conflict resolution approaches, such as collaboration, compromise, avoidance, accommodation, assertiveness.
Session II: Stress the role of effective communication in conflict management. Introduce active listening, empathy, and clear expression as essential communication skills.
Session III: Role plays based assessment on hypothetical conflict scenario in a business set up.
Month 1 - Week 4
Session I: Discuss how attitude shapes perceptions, decisions, and interactions. Highlight the impact of attitude on personal effectiveness and relationships.
Session II: Discuss the impact of each type of attitude on personal growth and interactions with others. Provide practical tips for cultivating a positive attitude, such as practicing gratitude and reframing challenges.
Session III: Conduct a scenario based brief activity that demonstrates the impact of attitude on problem-solving or decision-making.
Month 2 - Week 1
Session I: Briefly explain what SWOT Analysis is: Strengths, Weaknesses, Opportunities, and Threats. Highlight its application in personal development and decision-making.
Session II: Guide students to identify their strengths, talents, and skills. Assist students in identifying weakness areas where they can improve or develop skills.
Session III: MCQ based assessment-Strengths & Weaknesses
Month 2 - Week 2
Session I: Discuss the concept of opportunities and their role in personal advancement. Explain the concept of threats in personal development.
Session II: Encourage students to identify potential opportunities for growth in their academic, professional, and personal lives. Guide students to identify challenges, obstacles, or external factors that could hinder their progress.
Session III: MCQ based assessment- Threats & Opportunities

Month 2 - Week 3
Session I, II, III: Guide students in creating an action plan based on their SWOT analysis. Student wise SWOT Analysis assessment.
Month 2 - Week 4
Session I: Highlight how early career planning can lead to better opportunities and success in the long run.
Session II: Explain how different personality types can choose and excel in a career.
Session III: Assessment on students' analysis of their own career choices based on their personality and why should they choose that career.
Month 3 - Week 1
Session I: Briefly explain the importance of goal setting in personal and professional life. Introduce the SMART goal-setting framework and its significance in achieving effective goals.
Session II: Emphasize how this framework helps in setting clear and effective goals, how it enhances focus, motivation, and accountability, and its role in improved decision-making and time management.
Session III: Time bound individual/group activity for Goal Setting.
Month 3- Week 2
Session I: Demonstrate the stages of team development (forming, storming, norming, performing, adjourning), how teams evolve, various roles and responsibilities within a team (leader, coordinator, facilitator, etc.)
Session II, III: Role Play based team exercise to enhance trust, cooperation, and problem-solving skills.
Month 3 - Week 3
Session I, II, III: Provide an overview of the industrial/work environment, interaction with employees from different departments during Industrial Visit, followed by report writing on learnings of the Industrial Visit
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 1

1. How to Win Friends and Influence People by Dale Carnegie
2. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change" by Stephen R. Covey
3. Grit: The Power of Passion and Perseverance by Angela Duckworth

6.2 SBT 2 - CLASSROOM TO BOARDROOM (Communication Skills)

Module Overview: This module is designed to equip students with the fundamental communication skills essential for success in the business world by enhancing their verbal, written, and nonverbal communication abilities, enabling them to convey ideas, build relationships, and navigate various business contexts with confidence.

Month	Week	CLASSROOM TO BOARDROOM
Month 1	Week 1 Session 1/2/3	Verbal Communication skills in the Business context
	Week 2 Session 1/2/3	Elements of Effective communication
	Week 3 Session 1/2/3	Active Listening
	Week 4 Session 1/2/3	Verbal Communication Skills DOs & DONTs
Month 2	Week 1 Session 1/2/3	Understanding nonverbal Communication Skills
	Week 2 Session 1/2/3	Body language
	Week 3 Session 1/2/3	Business Etiquette
	Week 4 Session 1/2/3	Nonverbal Communication Skills DOs & DONTs
Month 3	Week 1 Session 1/2/3	Written Communication Skills- Content Writing
	Week 2 Session 1/2/3	Written Communication Skills- Paraphrasing, referencing & Documentation
	Week 3 Session 1/2/3	Business Letters and Emails
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Evaluation & Assessment Criteria SBT – 2

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

Extempore based assessment like client interactions, team meetings
Debate based assessment
Role plays based assessment
Content writing assessment exercise
MCQ assessment
Role plays based assessment for body language
Role plays based Assessment for DOs & DONTs of verbal and non-verbal communication
Referencing in given format, short passage paraphrasing assessment
Letter writing, email writing assessment

Syllabus for Skill Based Training Module- 2

Month 1 - Week 1
Session I: Demonstrate basic verbal communication and its significance in personal and professional contexts.
Session II: Demonstrate the role of effective verbal communication in business and career success.
Session III: MCQ Assessment
Month 1 - Week 2
Session I: Discuss the elements of effective verbal communication: tone, clarity, body language, and active listening.
Session II, III: Extempore based assessment like client interactions, team meetings
Month 1 - Week 3
Session I: Demonstrate active listening, its significance in various contexts, the advantages of active listening, such as improved understanding, enhanced relationships, conflict resolution, and better decision-making.
Session II, III: Debate based assessment
Month 1 - Week 4
Session I: Demonstrate DOs of verbal communication, clarity, conciseness, respect, empathy.
Session II, III: Role plays based Assessment for DOs of verbal communication.
Month 2 - Week 1
Session I: Demonstrate DONTs of verbal communication, assumptions, ignorance, interruptions, over talking, lack of empathy, nonverbal communication and its significance in daily interactions in professional settings.
Session II, III: Role plays based Assessment for DONTs of verbal communication.
Month 2 - Week 2
Session I: Highlight the relevance of body language in various professional scenarios, key aspects, interpreting non verbal cues, emotions and feelings.
Session II, III: Role plays based assessment for body language
Month 2 - Week 3
Session I: Provide an overview of what business etiquette entails and why it is important in the professional world. Demonstrate the importance of attire, personal grooming, meeting etiquette, respect for hierarchy.
Session II: Explain the use of professional language in emails, meetings, and phone conversations, attending a meeting, conducting a meeting, punctuality, agenda adherence, respectful participation, use of gadgets.
Session III: Role plays based assessment
Month 2 - Week 4
Session I: Demonstrate DOs of non-verbal communication, importance of eye contact, posture, smiling, voice, tone, gestures.

Session II: Demonstrate DONTs of non-verbal communication, crossed arms, distractions, fidgeting, touch, kneeling, etc.
Session II, III: Role plays based Assessment for DOs and DONTs of non-verbal communication.
Month 3 - Week 1
Session I: Defining content writing, its significance, role in various industries and platforms, how it contributes to marketing, communication, and brand building.
Session II: Differentiating between various types of content and discuss the purpose and characteristics of each (blogs, articles, social media posts, web content).
Session III: Content writing assessment exercise
Month 3 - Week 2
Session I: Differentiate between various types of reference sources & documentation types: books, articles, websites, etc. Explain how proper referencing enhances credibility, avoids plagiarism, and supports information accuracy.
Session II: Guide on how to avoid plagiarism and compile a reference list at the end of their work, formatting, paraphrasing, etc.
Session III: Referencing in given format, short passage paraphrasing assessment
Month 3 - Week 3
Session I: Provide an overview of different types of business correspondence (letters, emails, memos, etc.). Explain letterhead, date, recipient's address, salutation, subject line, body, complimentary close, sender's name and title in official communication.
Session II: Explain the best practices for writing impactful business letters and emails -clear and concise language, professional tone, correct grammar and spelling, use of appropriate subject lines, addressing the recipient correctly.
Session III: Letter writing, email writing assessment
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 2

1. Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds by Carmine Gallo
2. The Communication Book: 44 Ideas for Better Conversations Every Day by Mikael Krogerus and Roman Tschäppeler
3. The Quick and Easy Way to Effective Speaking by Dale Carnegie

6.3 SBT 3 - PIXELS TO PODIUM (Presentation Skills & Social Media)

Module Overview: This module aims to equip students with essential skills in effective presentation delivery and strategic use of social media for professional communication. Through a combination of theoretical understanding and practical exercises, students will develop the competence to communicate persuasively through presentations and leverage social media platforms to enhance their business communication strategies.

Month	Week	PIXELS TO PODIUM
Month 1	Week 1 Session 1/2/3	Creating Impactful Presentations
	Week 2 Session 1/2/3	Multimedia Presentations (Animations)
	Week 3 Session 1/2/3	Multimedia Presentations (Videos)
	Week 4 Session 1/2/3	Effective Presentations DOs & DON'Ts
Month 2	Week 1 Session 1/2/3	Delivering Individual Presentations
	Week 2 Session 1/2/3	Delivering Individual Presentations
	Week 3 Session 1/2/3	Delivering Individual Presentations
	Week 4 Session 1/2/3	Delivering Group Presentations
Month 3	Week 1 Session 1/2/3	Social Media Appearance
	Week 2 Session 1/2/3	Platform appropriate Personal Branding, LinkedIn
	Week 3 Session 1/2/3	Netiquette
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Evaluation & Assessment Criteria SBT – 3

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

Making one minute advertisement
Making video for office presentation
Delivering individual presentations (list of possible topics at Annexure A)
Delivering individual/group presentations (list of possible topics at Annexure B)
Making a presentation on new job prospects
Netiquette MCQ quiz/Role play based assessment
Assessment of the basic LinkedIn profile page created by the students.
Assessment of students' social media profile (any one platform)

Syllabus for Skill Based Training Module- 3

Month 1 - Week 1
Session I: Discuss the importance of presentation skills in business and professional settings. Explain how effective presentations can enhance communication, influence decisions, and build credibility.
Session II: Demonstrate the details of structuring, content details, slide designing tips, delivery techniques, audience engagement, handling nervousness etc.
Session III: MCQ based assessment
Month 1 - Week 2
Session I: Explain how multimedia elements enhance engagement and understanding. Discuss various multimedia components, including text, images, audio, video, and animations and their roles.
Session II, III: Making a one-minute advertisement, assessment
Month 1 - Week 3
Session I: Highlight the role of videos in enhancing engagement, communication, and conveying complex information.
Session II, III: Making a video for office presentation
Month 1 - Week 4
Session I: Demonstrate DOs of effective presentations, clarity, conciseness, structuring, audience engagement, practice.
Session II: Demonstrate DONTs of effective presentations, language, filler words, over usage, crutch words, etc.
Session III: MCQ based assessment
Month 2 - Week 1
Session I, II, III: Students deliver individual presentations on a given topic like time management, ecommerce, innovation, etc..
Month 2 - Week 2
Session I, II, III: Students deliver individual presentations on a given topic like digital marketing, financial literacy, entrepreneurship, etc..
Month 2 - Week 3
Session I, II, III: Students deliver individual presentations on a given topic like time management, ecommerce, innovation, etc..
Month 2 - Week 4
Session I, II, III: Students deliver group presentations on a given topic like power of networking, future leadership, international business, etc..
Month 3 - Week 1

Session I: Define what social media appearance is and why it matters in the business context. Explain how social media can influence job prospects, networking, branding, and business relationships.
Session II: Tips on creating a professional profile, content sharing, privacy, etc.
Session III: Assessment of students' social media profile (any one platform)
Month 3 - Week 2
Session I: Emphasize the concept of personal branding and how it relates to social media appearance.
Session II: Discuss the importance of consistency in portraying one's skills, values, and interests across social media platforms, special reference to LinkedIn. Developing basic LinkedIn profile page
Session III: Assessment of the basic LinkedIn profile page created by the students.
Month 3 - Week 3
Session I: Address the importance of maintaining professionalism and respectful behavior online. Netiquette on different online platforms, netiquette guidelines for email, social media, discussion forums, and online meetings.
Session II: Discuss the potential consequences of negative comments, conflicts, or inappropriate language. Provide examples of good and poor netiquette practices in each platform.
Session III: Netiquette MCQ quiz/Role play based assessment
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 3

1. Presenting to Win: The Art of Telling Your Story by Jerry Weissman
2. Public Speaking for Success by Dale Carnegie

6.4 SBT 4 - APTI ACE (Aptitude Training)

Module Overview: This module aims to equip students with the necessary skills to excel in aptitude tests commonly used in recruitment processes and to improve their overall cognitive abilities. The aim is to develop strong problem-solving, critical thinking skills, enhance logical and analytical reasoning abilities, and strengthen cognitive skills that are valuable for decision-making and strategy development.

Month	Week	APTI ACE
Month 1	Week 1 Session 1/2/3	Verbal Reasoning
	Week 2 Session 1/2/3	Logical reasoning
	Week 3 Session 1/2/3	Abstract Reasoning
	Week 4 Session 1/2/3	Analytical Reasoning
Month 2	Week 1 Session 1/2/3	Mental Math-Beginner
	Week 2 Session 1/2/3	Mental Math-Intermediate
	Week 3 Session 1/2/3	Mental Math-Advanced
	Week 4 Session 1/2/3	Reading Comprehension
Month 3	Week 1 Session 1/2/3	Selection process & Pattern analysis
	Week 2 Session 1/2/3	DOs & DONTs of attempting selection test virtual/in person
	Week 3 Session 1/2/3	Sample question papers from past recruiters
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Evaluation & Assessment Criteria SBT - 4

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

MCQ based assessment on verbal reasoning
MCQ based assessment on logical reasoning
MCQ based assessment on abstract reasoning
MCQ based assessment on analytical reasoning
MCQ based assessment on mental math
Reading comprehension-based assessment
Assessment on a sample test from a past recruiter
Assessment on a new sample question paper.

Syllabus for Skill Based Training Module- 4

Month 1 - Week 1
Session I: Define what verbal reasoning is and its relevance in the business context. Explain how verbal reasoning involves understanding, analyzing, and drawing conclusions from written information.
Session II: Solving common problems on verbal reasoning.
Session III: MCQ based assessment on verbal reasoning.
Month 1 - Week 2
Session I: Provide a clear definition of logical reasoning and its significance in business and everyday life. Explain how logical thinking helps in analyzing complex situations, making informed decisions, and constructing valid arguments.
Session II: Solving common problems on logical reasoning.
Session III: MCQ based assessment on logical reasoning.
Month 1 - Week 3
Session I: Discuss real-world examples where abstract reasoning is essential, such as strategic planning, market analysis, innovation and decision making. Discuss how recognizing patterns and trends in market data can lead to better marketing strategies and competitive advantages.
Session II: Solving common problems on abstract reasoning.
Session III: MCQ based assessment on abstract reasoning.
Month 1 - Week 4
Session I: Explain the importance of analytical reasoning in problem-solving skills for business decision-making. Discuss pattern identification, logical thinking, critical thinking, data interpretation, problem decomposition.
Session II: Solving common problems on analytical reasoning.
Session III: MCQ based assessment on analytical reasoning.
Month 2 - Week 1
Session I: Overview of mental math problems, basic arithmetic, number patterns, percentages and their usage in business decision-making.
Session II: Solving problems on mental math, basic arithmetic, number patterns, percentages.
Session III: MCQ based assessment on mental math.
Month 2 - Week 2
Session I: Overview of problems on ratios proportions, interests, time speed distance, travel time problems and their usage in business decision-making.
Session II: Solving problems on ratios proportions, interests, time speed distance, travel time problems.
Session III: MCQ based assessment on mental math.
Month 2 - Week 3
Session I: Overview of problems on problem solving, critical thinking, data sufficiency and their usage in business decision-making.

Session II: Solving problems on problem solving, critical thinking, data sufficiency.
Session III: MCQ based assessment on mental math.
Month 2 - Week 4
Session I: Explain the importance of reading comprehension skills in critical thinking, and ability to extract valuable information from various professional documents like texts, business reports, academic texts, case studies, contracts, emails.
Session II: Explain strategies for enhancing reading comprehension, skim & scan, active reading, reading between the lines, context cues, etc.
Session III: Reading Comprehension based assessment
Month 3 - Week 1
Session I, II: Explain the different rounds of selection process and importance.
Session II: Explain pattern analysis of past questions- like weightage of various types of questions, number of questions, type of questions.
Session III: MCQ based assessment
Month 3 - Week 2
Session I: Explain about the DOs & DONTs of attempting selection test through virtual/in person mode.
Session II: Explain the common mistakes and things to take care about during selection test like filling the response/OMR sheet, entering correct details, avoiding stray marks, etc.
Session III: Assessment on a sample test from a past recruiter.
Month 3 - Week 3
Session I, II: Discuss question and answers of sample question papers from past recruiters and overview on probable questions.
Session III: Assessment on a new sample question paper.
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 4

1. Cracking the Campus Placement Code: A Practical Guide to the Job Hunt by Ayush Bansal
2. How to Prepare for Quantitative Aptitude for the CAT by Arun Sharma
3. A Modern Approach to Verbal & Non-Verbal Reasoning by R.S. Aggarwal
4. Verbal Ability and Reading Comprehension by Ajay Singh

6.5 SBT 5 - EXPRESS TO IMPRESS (Personal Interviews & Group Discussion)

Module Overview: This module aims to equip students with the essential skills and knowledge needed to excel in personal interviews and group discussions, which are crucial for various aspects of their academic and professional careers. To enhance students' communication, critical thinking, and interpersonal skills, thereby making them more confident and effective communicators.

Month	Week	EXPRESS TO IMPRESS
Month 1	Week 1 Session 1/2/3	Creating impressive Resume
	Week 2 Session 1/2/3	Telephonic & Virtual Interviews
	Week 3 Session 1/2/3	In-person Interviews
	Week 4 Session 1/2/3	Mock Interviews
Month 2	Week 1 Session 1/2/3	Group Dynamics
	Week 2 Session 1/2/3	Elements of Group Discussion
	Week 3 Session 1/2/3	Group Discussion DOs & DONTs
	Week 4 Session 1/2/3	Mock Group Discussion
Month 3	Week 1 Session 1/2/3	Interview preparation - Understanding a Job Description, JDs from past recruiters
	Week 2 Session 1/2/3	Interview preparation - Common interview questions and how to answer them
	Week 3 Session 1/2/3	Company Specific mock Personal Interviews
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Evaluation & Assessment Criteria SBT – 5

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

Assessment of basic resumes created by the students.
Recording based assessment of telephonic and Virtual interviews.
Assessment on single page write up trend on industry/company.
Conducting individual mock Interviews and assessment
Case study on topics like conflicts/handling conflicts, roles of a leader, different team roles.
MCQ based assessment on GD basics
Assessment on content development on a given GD topic like remote work, social media, etc.
Conduct mock GDs on topics like, role of women in corporate leadership, digital privacy (list of possible topics at Annexure C)
Sample JD assessment by students
Written assessment on crafting individual elevator pitch on given situations like career fair or expo, networking event, lunch or informal gathering, etc.
Conducting company specific mock personal interviews.

Syllabus for Skill Based Training Module- 5

Month 1 - Week 1
Session I: Explain the importance of creating an impressive resume as it is the first impression for potential employers. Emphasize that a resume is a marketing tool that highlights skills, experiences, and qualifications relevant to the job, explain the various sections and their placement. Importance of clear headings, bullet points, and concise descriptions.
Session II, III: Share guidelines of for creating a basic resume as per given layout/template, highlighting contact information, summary, education, showcasing relevant work experience, hard & soft skills, internships, projects, ensuring design and visual appeal.
Session III: Assessment of basic resumes created by the students.
Month 1 - Week 2
Session I: Explain the significance of telephonic & virtual interviews in today's remote and globalized work environment; demonstrate preparation and setting up for virtual interviews.
Session II, III: Recording based assessment of telephonic and Virtual interviews.
Month 1 - Week 3
Session I: Briefly explain the significance of in-person interviews in the job application process. Demonstrate interview attire, entering exiting the room, greeting, salutations, closing the interview, asking questions, in detail.

Session II: Discuss how researching the company, the role, and industry trends can help students stand out and demonstrate genuine interest in the position, role of attire, body language, professionalism.
Session III: Assessment on single page write up trend on industry/company.
Month 1 - Week 4
Session I, II, III: Conducting individual mock Interviews and assessment.
Month 2 - Week 1
Session I: Discuss the traits of successful groups, the importance of roles and responsibilities within a group.
Session II: Demonstrate how understanding group dynamics can lead to improved teamwork, decision-making and overall group performance.
Session III: Case study on relevant topics like conflicts/handling conflicts, roles of a leader, different team roles, etc.
Month 2 - Week 2
Session I: Highlight the importance of GD skills in interviews, team projects, and decision-making processes, elements of a group discussion.
Session II: Demonstrate the goals of a group discussion, such as evaluating communication skills, teamwork, leadership qualities, and the ability to present and defend ideas.
Session III: MCQ based assessment on GD basics
Month 2 - Week 3
Session I: Demonstrate the Dos and DONTs of group discussion, importance of research and preparation, active listening, positive body language, clarity of expression, structure & organization, initiating & concluding, participation, leadership, respecting & handling differences.
Session II: Demonstrate the phases and stages of a group discussion; highlight the importance of each stage, and avoiding common mistakes.
Session III: Assessment on content development on a given GD topic like remote work, social media, online shopping, etc.
Month 2 - Week 4
Session I, II, III: Conduct mock GDs amongst groups of 6-7 students on topics like, advantages & disadvantages of globalization, role of women in corporate leadership, digital privacy, impact of artificial intelligence on jobs, etc.
Month 3 - Week 1
Session I: Explain about the Company Specific Personal Interviews - Understanding a Job Description (JD), its importance while preparing for job interview
Session II: Detailed discussion on JDs from past recruiters, special points of concern.
Session III: Sample JD assessment by students
Month 3 - Week 2

Session I, II, III: Discuss common interview questions, past interview questions, and how to answer them.
Session II: Discuss behavioral interview questions-STAR technique and crafting an Elevator Pitch.
Session III: Written assessment on crafting individual elevator pitch on given situations like career fair or expo, networking event, lunch or informal gathering, etc.
Month 3 - Week 3
Session I, II, III: Conducting company specific mock personal interviews.
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 5

1. 101 Great Answers to the Toughest Interview Questions by Ron Fry
2. The Ultimate Job Interview Guide: A Step-by-Step Handbook for Effective Interviewing by Patricia Andrew
3. Group Discussion: Theory and Technique by Prof. Pradeep Singh

6.6 SBT 6 - RISE AND SHINE (Resume Finalization & Professional Grooming)

Module Overview: The aim of this module is to equip students with essential skills and knowledge related to resume finalization, professional etiquette, ethics, and behaviour. The module intends to improve students' negotiating abilities, employability, provide guidelines for professional grooming and imbibe leadership skills. They learn time management and creating a strong personal brand, enabling them to come out as better professionals in future.

Month	Week	RISE AND SHINE
Month 1	Week 1 Session 1/2/3	Resume finalization
	Week 2 Session 1/2/3	Internship alignment with resume
	Week 3 Session 1/2/3	Resume Finalization-Customization
	Week 4 Session 1/2/3	Professional grooming
Month 2	Week 1 Session 1/2/3	Professional Etiquette and Behavior
	Week 2 Session 1/2/3	Priority & Time Management
	Week 3 Session 1/2/3	Leadership development
	Week 4 Session 1/2/3	Professional conduct & Ethics
Month 3	Week 1 Session 1/2/3	Creating Personal Brand
	Week 2 Session 1/2/3	Negotiation Skills
	Week 3 Session 1/2/3	Specialization based Interview Simulation
	Week 4 Session 1/2/3	Concluding Session by Experts & Final Assessment

Following are the Evaluation & Assessment Criteria SBT – 6

Evaluation & assessment criteria will consist of three components as per the given table below:

S1 (Attendance)	S2 (Class based assessment)	S3 (Final Assessment MCQ)	Total Marks
10	20	20	50

S1	Attendance (minimum attendance criteria is 75% in each module)
S2	Class Based Assessment (detailed below)
S3	Final MCQ Test Assessment (20 questions) - Online

S2 Assessment components:

Assessment of their final resume.
Refining & finalizing the resume highlighting the internship and project done
Mock interview on internship
Resume assessment based on customization, profile/role
Assessment on the grooming essentials
Assessment of Time Management matrix for self, whole day schedule.
Scenario based short group activity that requires thought sharing on a leadership-related issue
Case study-based assessment on ethical dilemma scenarios
Presenting an impactful personal brand statement
Role plays based assessment for negotiation skills
Final mock interviews for each student, in simulation-based environment, based on role/profile based like marketing, HR, finance, IT, etc.

Syllabus for Skill Based Training Module- 6

Month 1 - Week 1
Session I: Re-emphasize the importance of creating an impressive resume as it is the first impression for potential employers. Share the template and highlight the various segments, sections, placement of relevant information, showcasing skills, achievements, keywords, formatting, placing, photographs, etc.
Session II, III: Assessment of their final resume based on inputs from previous sessions and modules. Check for picture, template, uniformity, conciseness, formatting, language, bullet points, proofreading, etc. Tips to avoid overcrowding, false information, etc.
Month 1 - Week 2
Session I: Explain the importance of their Summer Internships during selection process, how to answer questions on the internship project. Incorporating the internship details accurately in the resume and leveraging it for better job prospects.
Session II, III: Refining & finalizing the resume highlighting the internship and project done followed by mock interview on internship.
Month 1 - Week 3
Session I: Help to finalize and customize their resumes according to the JDs. Explain how to carefully read and understand the Job Description, highlighting keywords, skills, and qualifications mentioned in the job posting.
Session II, III: Students shall create a final resume based on a Job description/role/company, etc. and assessment shall be made on the given theme.

Month 1 - Week 4
Session I: Grooming tips for professional set up, attire, confidence, positive body language, etc.
Session II, III: Assessment on the grooming essentials.
Month 2 - Week 1
Session I: Explanation of how professional etiquette contributes to success in the business world. Demonstrate the role of professional behavior in building relationships and career advancement.
Session II: Demonstrate the DOs and DONTs of decorum, discipline, behaviour, confidence, entering exiting the room, salutations, greetings, asking questions, waiting area behaviour, etc.
Session III: Case study-based Assessment
Month 2 - Week 2
Session I: Explain time management fundamentals, assessing personal time management habits, identifying time-wasting activities and distractions. Explain prioritization techniques, categorizing tasks by importance and urgency, focusing on tasks with the highest impact. Share a time management matrix on important/non-important and urgent/non-urgent.
Session II, III: Assessment of Time Management matrix for self, whole day schedule.
Month 2 - Week 3
Session I: Briefly introduce the concept of leadership, its importance, essential leadership traits, and importance of communication, empathy, adaptability, especially in post-covid era.
Session II: Explain various common leadership styles like autocratic, democratic, and transformational leadership with real world examples of leaders who exhibit different traits and styles.
Session III: Scenario based short group activity that requires thought sharing on a leadership-related issue.
Month 2 - Week 4
Session I: Explain the key principles of professional conduct with emphasis on honesty, integrity, transparency, respecting confidentiality, importance of accountability and responsibility at the workplace.
Session II: Overview about the code of ethics in business. Discuss ethical dilemma scenarios.
Session III: Case study-based assessment on ethical dilemma scenarios.
Month 3 - Week 1
Session I: Demonstrate the importance and relevance of a strong personal brand in today's competitive world, how it goes beyond skills and qualifications; with real-world examples of individuals with strong personal brands.

Session II: Explain the elements of a strong personal brand- appearance, communication, authentic online presence and how it can influence networking, job search, and career growth. How to define your brand by knowing your audience by having a brand statement.
Session III: Creating a concise and impactful personal brand statement, based on self-assessment about their strengths, values, passions, and unique qualities. Present in front of other students.
Month 3 - Week 2
Session I: Explain the concept of negotiation, its significance in personal and professional life, highlight business situations where negotiation skills are essential. Discuss BATNA and the win-win approach vs. win-lose mentality in negotiations.
Session II, III: Role plays based assessment where students practice demonstrate their negotiation skills, and repeat with role reversal.
Month 3 - Week 3
Session I, II, III: Conduct final mock interviews for each student, that are real life simulation based. Interviews can be role/profile based like marketing, HR, finance, IT, etc.
Month 3 - Week 4
Session I, II, III: Concluding session by External Experts on the overall module followed by online final assessment

Suggested readings: Module 6

1. The Resume Writing Guide: A Step-by-Step Workbook for Creating a Winning Resume by Lisa McGrimmon
2. Business Ethics: A Textbook with Cases by William H. Shaw

7.0 General Guidelines & Evaluation:

- a) The whole course is divided into 6 Skill Based Training Modules. Each month shall have 12 sessions of 01 hour each, for 03 months, making it 36 hours per module. The sessions shall be conducted along with regular classroom teaching hours, or as decided by the institution.
- b) All the modules will carry a weight age of 50 Marks each. The participant will be evaluated based on the assessment criteria mentioned against each Module.
- c) The classes and the test will be conducted in both online & offline mode.
- d) It is mandatory for every student to attend the session maintaining 75% of attendance.
- e) Students are required to score 40% marks in SBT in each semester to qualify for award of SBT Certificate.
- f) The marks obtained in SBT at the end of each semester will be calculated and proportionally divided among the subjects in A3 Component (Class Room Activity). The weightage will be of 5 marks in each subject as per semester Scheme.

*(Illustration: If the student has 7 papers in Semester1 & he/she scores 80% in SBT, he/she will be awarded marks i.e. 4 (80% of 5) for each subject. Thereby, he/she scores $4 \times 7 = 28$ marks out of $5 \times 7 = 35$ marks for **A3 Component** of the subject being taught in that semester, which will be equally divided among each subject.*

- g) **Attendance Criteria-** The marks given in S1 component of each SBT shall be evaluated on the basis of attendance. If a student has 75% or above attendance, he or she shall be given 10 marks in S1 component.
- h) **Remedial Class-** If a student has less than 75% attendance; he or she must attend all remedial classes for that respective SBT in order to cover up his low attendance and score the marks for his attendance on pro-rata basis.
(Illustration: If a student has 52% attendance, he/she shall be given 5.2 marks on pro-rata basis only after he/she attends all the remedial classes. This rule is applicable for all those whose attendance is falling between 74.99% - 40%)
- i) Students whose attendance will be less than 40% must also attend all remedial classes to become eligible to appear for the final assessment of SBT and will be given 4.0 marks on pro-rata basis.
- j) If such student fails to attend remedial SBT class, he/she shall be debarred from appearing in the final exam, he/she shall give re-appear exam in the subsequent year after paying a fee of Rs. 1200/- (Rupees twelve hundred only).
- k) All eligible students appearing in final exam must score minimum 40 marks to attain SBT Certificate for that module.
- l) **Re-appear Criteria-** Students scoring less than 40 Marks in the final exam or eligible students who are unable to attempt the final exam (due to medical issue or emergency at home) will be given one more chance to appear in re-appear exam that will be conducted 10-days after the declaration of result of final assessment of that module.
- m) Re-appear Fee for any exam is Rs. 1200/- (Rupees twelve hundred only). Students absent in final exam must also produce a written application mentioning the clear cause of the absence & will be permitted to re-appear only after due approval of the Director.
- n) If a student fails to score qualifying marks in re-appear exam also or is unable to attempt it, no SBT certificate will be awarded to such student.

- o) Such students must attempt to score qualifying marks in that module during final exam of that module in subsequent year after paying a fee of Rs. 1200/-(Rupees twelve hundred only).
- p) The maximum number of attempts a student can take to score qualifying marks in final exam of any module is till the completion of his/her degree.
- q) SBT Certificate will be awarded to a student only after scoring the qualifying marks in a particular SBT.
- r) After Successful Completion of Each Module in a Semester student will be awarded with Skill Based Training e- Certificate.
- s) After successful Completion of all the six SBT, the students will be eligible for **VALUE ADDED COURSE CERTIFICATION**.
- t) It is mandatory for each student to attain e- certificate of each SBT to become eligible for VAC certificate.

Note: In absence of even 1 SBT certificate, the student will not be entitled for the Value-Added Certificate. Hence it is advisable to keep attempting till a student attains all SBT Certificates.

8.0 Grading and Certificate:

At the end of every module, a student will receive certificate of SBT with grade mentioned as per the following criteria. The marks scored will be calculated out of 100 and absolute scoring will be followed as per the given table:

Grade Points			
Marks	Grade	Grade Name	Grade Point
90-100	O	OUTSTANDING	10
75-89	A+	EXCEPTIONAL	9
65-74	A	VERY GOOD	8
55-64	B+	GOOD	7
50-54	B	FAIR	6
45-49	C	BELOW AVERAGE	5
40-44	D	PASS	4
Less than 40 or absent	F	FAIL (Less than 40 or absent F 0)	0

Students scoring 40% & above will only receive **SBT** Certificate at the end of the Semester/course, after successfully passing the assessment at the end of each module. The marks scored by student for each SBT will be considered for calculating the overall grade of value added certification at the end of sixth semester.

Note: All the continuing semesters admitted w.e.f Academic Session 2022-2023 will be graded as per this policy.

The powers to amend, modify, and amend the provision of the above guidelines vests with the GIBS. The guidelines and provisions may be modified from time to time to conform to the changing industry scenario.

This policy will come into effect from 2023

Director

Annexure A

List of topics for Individual presentations may include, but not limited to:

- Time Management Techniques for Effective Productivity.
- The Importance of Effective Communication in Business.
- Understanding Ethical Principles in the Workplace.
- The Basics of Marketing: Concepts and Strategies.
- Introduction to Financial Literacy and Personal Finance.
- Exploring Different Leadership Styles and Their Impact.
- The Role of Technology in Modern Business Operations.
- Business Etiquette: Building Professional Relationships.
- Essentials of Teamwork and Collaboration in Organizations.
- Introduction to Supply Chain Management.
- Strategic Planning: Concepts and Applications.
- Importance of Customer Service in Business Success.
- Basics of Market Research and Consumer Behavior.
- Presentation Skills: Tips for Engaging and Confident Delivery.
- Introduction to Entrepreneurship: Ideas and Challenges.
- The Impact of Globalization on Business.
- Effective Problem-Solving Strategies for Business Challenges.
- Fundamentals of Human Resource Management.
- Basics of Organizational Culture and its Significance.
- Introduction to Business Ethics and Corporate Social Responsibility.

Annexure B

List of topics for Group presentations may include, but not limited to:

- The Importance of Effective Communication in Business.
- Ethical Considerations in Business Decision-Making.
- Time Management Strategies for Students and Professionals.
- Introduction to Marketing and Its Key Concepts.
- The Role of Leadership in Business Success.
- Understanding Financial Statements: Basics for Non-Finance Majors.
- Teamwork and Collaboration in the Workplace.
- Basics of Entrepreneurship and Starting a Small Business.
- Customer Relationship Management (CRM) and Its Significance.
- Globalization and Its Impact on Businesses.
- The Basics of Supply Chain Management.
- Introduction to Human Resource Management.
- Effective Strategies for Business Networking.
- Importance of Corporate Social Responsibility (CSR).
- E-commerce: Opportunities and Challenges.
- Personal Branding for Career Development.
- The Role of Technology in Modern Business.
- Introduction to Strategic Management.
- Business Ethics and Sustainability.
- Effective Presentation Skills for Professionals.

Annexure C

List of topics for Group Discussions may include, but not limited to:

- Impact of Social Media on Society
- Pros and Cons of Online Shopping
- Importance of Time Management in Student Life
- Role of Technology in Education
- Benefits and Drawbacks of Working in a Team
- Challenges and Opportunities of Remote Work
- Environmental Sustainability: Responsibilities of Individuals
- Influence of Advertising on Consumer Behavior
- Ethical Dilemmas in Business Decision-Making
- Advantages and Disadvantages of Globalization
- Role of Women in Corporate Leadership
- Digital Privacy: Balancing Security and Convenience
- Impact of Artificial Intelligence on Jobs
- Importance of Soft Skills in Professional Success
- Effective Communication: Key to Success in Business
- Balancing Work and Personal Life
- Entrepreneurship: Risks and Rewards
- Role of Government in Economic Development
- Corporate Social Responsibility: Necessity or Choice?
- Impacts of COVID-19 on Business and Economy



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