

DEPARTMENT OF LANGUAGES & MASS COMMUNICATION
DISCIPLINE: JOURNALISM
COURSE OFFERED: LAD

Max Marks	:100
Min. Marks	: 40
Continuous Assessment:	30
Sem. End Exam	: 70

Course: LAD (I Semester)
Paper Title: Communication Skills and Time Management
Code: LAD 120
Credit: 2 **Time: 2 Lecture Hours/Week**

Objective: The objective of this course is to acquaint the students with the communication skills, building reading, writing habits, and public speaking, working on business etiquette, and enable them to manage time productively.

Unit	Contents	Lectures
I	Knowing self and Developing a Positive Attitude. Perceptual analysis, using mental models in problem solving, SWOT Analysis and Johari Window (Long term and short-term goals for upskilling).	6
II	Listening, Verbal and Non-verbal communication skills, Public Speaking Asking the right questions, Voice modulations, listening habits, Building reading habit (Fiction and Non-Fiction). Extempore, Debate, JAM sessions	6
III	Written communication, Assertiveness. Formal letter writing, e-mail writing, Netiquette, using e-mail elements, How and when to say No	6
IV	Is time out of control; A war on stress Managing time effectively, 80/20 Rule, Pomodoro Technique, time management tips for managers. Procrastination; turning downtime into productive time The To-Do and Not To do list, Smart goals and career planning, getting organized, important vs. urgent, ways to avoid traps and time sinkers, creating a time management plan.	6
V	Seminar/Webinar and Industry Expert Session These will be conducted by Industry leaders as question answer session and experience sharing.	6

Reference Books:

1. Kelly McGonigal (2011), The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It.
2. Mahadevan Ramesh and Gopalaswamy Ramesh (2010), The ACE of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson publishers.
3. Richard Walsh (2008), Time Management: Proven Techniques for Making Every Minute Count.
4. Simon Sinek (2009), Start with why.

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Course: LAD (II Semester)

Paper Title: Resume Building and GD-PI and business Etiquette

Code: LAD 220

Credit: 2

Time: 2 Lecture Hours/Week

Objective To introduce students to the elements of Resume building, components of GD-PI which would help them to pass through their interviews. Emphasis is also given on Business Etiquette and mannerisms to help students work on their social skills and grooming.

Unit	Contents	Lecture
I	Understanding Resume making Resume Rubric, know your industry, some key notes about LinkedIn, Using LinkedIn and Naukri and networking, preparing career statement. Resume writing Guidelines and formatting. Common Resume Mistakes, Cover letter- Key components and guidelines.	6
II	Group Discussion Body language, Skills required, Importance, Types, Process of GD, Evaluation Criteria, Preparing for GD, Do's and Don'ts of GD, FAQs. Mock GD	6
III	Personal Interview Answering the most common Interview questions, Body Language, Document filing, Be the autobiographer, Grooming, Mirroring, FAQs. Mock PI	6
IV	Body Language Gestures, Posture, Greeting, Handshake, Eye contact, expressions, inborn responses, conveying and showing disapproval and rejection, shrugging signals. The right way to approach people, Importance of body language, Being comfortable in your own skin, Staying in contact with people, Personal space, Importance of reading on body language, The word "I", Being able to apologise,	6
V	Seminar/Webinar and Industry Expert Session These will be conducted by Industry leaders as question answer session and experience sharing.	6

Reference Books:

1. Dr. K. Alex (2009), Soft skills know yourself and know the world, Sultan Chand & Sons.
2. Mahadevan Ramesh and Gopaldaswamy Ramesh (2010), The ACE of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson publishers.

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Max Marks	:100
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Continuous Assessment:	30
Sem. End Exam	: 70

Course: LAD (III Semester)
Paper Title: Social Media Networking and Presentation Skills
Code: LAD 320
Credit: 2 Time: 2 Lecture Hours/Week

Objective: To give students in depth knowledge of the various aspects concerning Personal branding, creating online resume on various platforms, learning to work on writing online and offline content. Emphasis is also given on public speaking, and working amongst different groups and with cultural diversity.

Unit	Contents	Lectures
I	Personal Branding: Converting hobby into passion Introduction to personal branding, the art of authenticity, Choosing the best social media network, why scheduling is important, Brand maintenance, online identity, creating relationship with the professional network to create a professional personal brand. Social networking sites: Blogging your passion Self-discipline and trust building activities, what is blogging and blogging platforms, which platform to choose, setting up a blog, types of blog and blog writing, finding the right subject matter, following skill not passion, do's and don'ts of blogging.	06
II	Etiquette: Business Etiquette: Grooming, Positive impression, Communication, Social Imaging. E-Mail Etiquette: Professional Behaviour at work, Subject line, CC-BCC, professional e mail address and other basic do's and don'ts. Phone etiquette: Tone of voice, receiving and dialling, phone language, eliminating distraction, basic etiquette and do's and don'ts. Whatsapp/messaging etiquette, social etiquette, Business meeting etiquette, cubicle manners, dining etiquette, social media etiquette	06
III	Pre presentation research and prep Pre-Presentation Prep, preparing slides and Yourself, Delivering the Presentation, Practical- Individual Presentations and Extempore, do's and don'ts in presentations, using graphics, images and videos, saving presentations, giving a boost start with a case study or a story, 6 by 6 slide rule. Types of presentations, taking presentations to SlideShare and LinkedIn, importance of research.	06
IV	Stress Management: Knowing the reasons, living a relaxed life, Being Emotionally Wise, Inner self integration technique, Meditation, types and importance.	06
V	Seminar/Webinar and Industry Expert Session These will be conducted by Industry leaders as question answer session and experience sharing.	06

Reference Books: Erik Deckers and Kyle Lacy (2010), Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself.

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Course: LAD (PG) (IV Semester)
Paper Title: Employability skills and team building
Code: LAD 420
Credit: 2

Time: 2 Lecture Hours/Week

Objective: The course aims at helping students to work towards public speaking and mock interviews, a final preparation towards getting a job.

Unit	Contents	Lecture
I	Team Building Activities, team building games, team processes. Laws of teamwork Case study approach to team work, The law of the significance, the law of the big picture, the law of the niche. Work ethics Work ethic. Relationship management, receiving and giving positive and negative feedback, body language.	6
II	Public speaking: Overcoming fears Public Speaking Games, Personality Development Games, Extempore, Debate, Group Discussion, one-minute speech, storytelling, story creation, selling items, JAM sessions.	6
III	Mock GD Sessions Internal and external GD sessions and competitions to boost confidence and prepare content.	6
IV	Mock PI Sessions Internal and external PI sessions and competitions to boost confidence and prepare content.	6
V	Seminar/Webinar and Industry expert session These will be conducted by industry leaders as question answer session and experience sharing.	6

Reference Books:

1. Tonya Reiman (2007), The Power of Body Language: How to Succeed in Every Business and Social Encounter.
2. John Adair (2007), Develop Your Leadership Skills
3. Dale Carnegie, how to stop worrying and start living
4. Kelly McGonigal (2015), The Upside of Stress: Why Stress Is Good for You, and How to Get Good at It.

COURSE LEARNING OUTCOME

Course		Learning outcome (at course level)	Learning and teaching strategies	Assessment Strategies
Paper Code	Paper Title			
LAD 100	Communication Skills and Time Management	<p>The students will be able to -</p> <p>LO 1: create and analyze personal SWOT, design or rewrite their goals.</p> <p>LO 2: Articulate nonverbal communication signals and speak confidently</p> <p>LO 3: Discover time management strategies and organize them in their routine.</p> <p>LO 4: Perform, express and convince with their ideas in public speaking.</p>	<p>Approach in teaching:</p> <p>Interactive Lectures, SWOT Analysis, Johari Window, Discussion, Power Point Presentations, Informative videos.</p> <p>Learning activities for the students:</p> <p>Self learning assignments, Public speaking, presentations.</p>	<p>Power Point Presentations, Individual and group discussions, Personal Interview</p> <p>Written assignments, Semester End Examination</p>
LAD 220	Resume Building and GD-PI	<p>The students will be able to -</p> <p>LO 1: Demonstrate their skills and strengths in Group Discussion and personal Interview.</p> <p>LO 2: Create resume on various social media sites such as LinkedIn, and Naukri.com</p> <p>LO 3: Perform, express and convince with their ideas in public speaking.</p> <p>LO 4: Illustrate the right behavior and body language in a social and formal Setting.</p>	<p>Approach in teaching:</p> <p>Interactive Lectures, Discussion, Power Point Presentations, Informative videos, Group Discussions.</p> <p>Learning activities for the students:</p> <p>Self learning assignments, presentations, Public Speaking.</p>	<p>Personal Interview</p> <p>-Extempore</p> <p>-1-minute speech game</p> <p>-Elevator Pitch</p> <p>-Small Talk – 1 min</p> <p>Written assignment, quiz, resume building, semester end examination</p> <p>Group discussion and PI Mock</p>

LAD 320	Social Media Networking and Presentation Skills	<p>The students will be able to -</p> <p>LO 1: Demonstrate their personal branding through various social media websites, creating online resume at various platforms, such as Naukri and LinkedIn</p> <p>LO 2: Create presentations and present them in front of a large audience.</p> <p>LO 3: students will gain a new perspective from industry point of view through seminars/webinars and industry sessions</p>	<p>Approach in teaching:</p> <p>Interactive Lectures, Discussion, Power Point Presentations, Informative videos, Group Discussions.</p> <p>Learning activities for the students:</p> <p>Self learning assignments, Presentations.</p>	<p>Quiz, case study. Power point presentations, activities.</p> <p>-Personal Branding</p> <p>-Blog Post/Article writing</p>
LAD 420	Employability skills and team building	<p>The students will be able to -</p> <p>LO 1: Create presentations and presenting them in front of a large audience.</p> <p>LO 2: Identify and memorize various organizations and their mission and vision statements.</p> <p>LO 3: Create a powerful resume with action words, both offline and online on LinkedIn.</p> <p>LO 4: Practice Group Discussion and personal Interview.</p> <p>LO5: Illustrate the right behavior in team and in a social setting and infer and apply aspects of team work.</p>	<p>Approach in teaching:</p> <p>Interactive Lectures, Discussion, Power Point Presentations, Informative videos, Group Discussions.</p> <p>Learning activities for the students:</p> <p>Self learning assignments, Presentations, Group Discussions.</p>	<p>Presentations, group discussions, personal interview, Resume Building, cover letter, quiz, public speaking</p>

Scheme of evaluation – Semester-1

Name of Exam	Marks Distribution	Details			
CA Test (30 Marks)	15 Marks	Mode of exam- Practical			
	05 Marks	Viva			
	05 Marks	File			
	05 Marks	Attendance			
Semester End Practical Exam (70 Marks)	55 Marks	Unit 1	02 question (30 Mins)	10 Marks (5*2 case studies)	Practical: SWOT Analysis – Presentation, Case study
		Unit 2	03 question (1 Hr.)	15 Marks (5*3 Activities)	Practical: Any 3 from the following categories to assess the students' verbal ability and public speaking -Book Review -Extempore -1-minute speech game -Small Talk – 1 min
		Unit 3	02 question (1.5 Hr.)	10 Marks (5*2 Practical)	Practical: -Formal letter writing -Application writing -acceptance to the company offer letter -E-mail
		Unit 4	01 question (30 Min.)	10 Marks	Practical: Time Management activities/case studies from the already existing pool of activities and case studies. Any one. -Activity (15 minutes) -Case study (15 Minutes) -MCQ
		Unit 5	01 question (30 Min.)	10 Marks	Practical: -Report writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)
	10 Marks	Viva Voce			
5 Marks	File (Year Long project)				

Scheme of evaluation – Semester- II

Name of Exam	Marks Distribution	Details			
CA Test (30 Marks)	15 Marks	Mode of exam- Practical			
	05 Marks	Viva Voce			
	05 Marks	File			
	05 Marks	Attendance			
Semester End Practical Exam (70 Marks)	55 Marks	Unit 1	01 question (1 hr.)	15 Marks	Practical: Computer practical exam -Resume Building -Cover letter designing -Elevator Pitch Practical: GD Practical: Personal Interview Practical: MCQ Practical: -Report writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)
		Unit 2	01 question (1 hr.)	10 Marks	
		Unit 3	01 question (30 Min)	10 Marks	
		Unit 4	01 question (30 Min)	10 Marks	
		Unit 5	01 question (1 hr.)	10 Marks	
	10 Marks	Viva Voce			
	5 Marks	File (Yearlong project)			

Scheme of evaluation – Semester III

Name of Exam	Marks Distribution	Details			
CA Test (30 Marks)	15 Marks	Mode of exam- Practical			
	05 Marks	Viva Voce			
	05 Marks	File			
	05 Marks	Attendance			
Semester End Practical Exam (70 Marks)	55 Marks	Unit 1	01 question (30 Mins.)	05 Marks	Personal Branding: -Blog/Article writing -Quiz/MCQ
		Unit 2	01 question (1 Hr.)	10 Marks	Practical: -E-mail Writing -MCQ/Quiz
		Unit 3	01 question (30 Min.)	10 Marks	Practical: -Presentation (any one) -general topics (Current trend) -course specific topics
		Unit 4	01 question (1 Hr.)	15 Marks	Stress Management (Any one) -Quiz -Case Study
		Unit 5	01 question (1 Hr.)	15 Marks	-Report Writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)
	10 Marks	Viva Voce			
	5 Marks	File (Unit II and IV) Yearlong project			

Scheme of evaluation – Semester IV

Name of Exam	Marks Distribution	Details			
CA Test (30 Marks)	15 Marks	Mode of exam- Written and Practical Question from Unit I & II			
	05 Marks	Viva Voce			
	05 Marks	File			
	05 Marks	Attendance			
Semester End Practical Exam (70 Marks)	55 Marks	Unit 1	01 question (1 Hr.)	05 Marks	Practical: (any one) -Team building games. -Corporate Case studies -MCQ/Quiz
		Unit 2	02 questions (1 Hr.)	10 Marks	Practical: (Any two) -One-minute speech -Story telling -Extempore -Debate
		Unit 3	01 question (30 Min.)	10 Marks	Practical: Group Discussion
		Unit 4	01 question (1 Hr.)	20 Marks	Practical: Personal Interview
		Unit 5	01 question (30 Mins.)	10 Marks	-Report Writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)
	10 Marks	Viva Voce			
	5 Marks	File (Yearlong Project)			