

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in		July 2024		
Course Code	BSEC302		Course Name		Employability Skills				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	02	00	00	00	02	Theory	25	25	50
Hours	02	00	00	00	02	Practical	00	00	00
Pre-requisites									
English Proficiency									
Objective:									
To develop students' professional communication and employability skills through presentations, group discussions, and interviews.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Deliver well-structured and effective professional presentations.								
CO2	Participate confidently and constructively in group discussions.								
CO3	Develop job-oriented resumes, cover letters, and LinkedIn profiles.								
CO4	Demonstrate professional interview skills through effective communication, grooming, and body language.								
Theory Syllabus									
Unit	Content								Hrs.
1	Presentation and Group Discussion Skills: Presentation Skills: Significance of presentation skills for management students, definition and components of presentation, brainstorming and steps to prepare effective presentation, Boredom factors and its avoidance, practice of oral presentation Group Discussion: Definition and significance of group discussion, pre-requisites, objectives and characteristics of group discussion, group discussion in organization and group discussion as a part of selection process, practice of group discussion on current topics related to economy, education system, environment, politics etc.								15
2	Interview Skills: Resume and cover letter writing, reading job description and determining suitability for the job, check list for job interview, procuring required prior information regarding organization/employer, creating and managing LinkedIn profile and networking, facing campus/on site/telephone/video conferencing interviews confidently, grooming tips to face an interview board, proper body posture and gestures in interviews. handling questions skilfully. dos and don'ts of job interview, mock interviews covering all the crucial stages of job interview.								15
Exam: Theory 100%, Numerical 0%									
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	Alex K. Soft Skills Know Yourself and Know the World, Sultan Chand & Sons New Delhi								
Reference Books									
1	Bhatnagar, N., & Bhatnagar, M. (2011). Effective Communication and Soft Skills. Pearson Education India. ISBN: 978-8131760345.								
2	Butterfield, J. (2020). Soft Skills for Everyone (2nd ed.). Cengage Learning India Pvt Ltd. ISBN: 978-9353501051.								
3	Storey, J. (2016). Interview: The art of the interview: The perfect answers to every interview question. CreateSpace Independent Publishing Platform. ISBN 9781536856620.								

ICT/MOOCs Reference

1 https://onlinecourses.swayam2.ac.in/imb25_mg210/preview

Mapping of CO with PO and PSO:

Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	3	2	2	1	2	1	3	2	1	1	2	3	1
CO2	1	3	3	2	1	2	1	3	2	1	2	2	3	1
CO3	1	3	1	1	2	2	1	3	1	1	1	1	3	1
CO4	1	3	2	2	2	2	1	3	2	1	1	2	3	1