

# UNIVERSITY OF MADRAS

## B.COM. DEGREE PROGRAMME IN CORPORATE SECRETARYSHIP

SYLLABUS WITH EFFECT FROM 2023-2024

### SECOND YEAR – SEMESTER - IV

#### Skill Enhancement Course – SEC 7 – Professional Skills for Corporate World

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
<b>218S4B</b>	<b>1</b>	<b>0</b>	<b>0</b>		<b>2</b>	<b>1</b>	<b>25</b>	<b>75</b>	<b>100</b>
<b>Learning Objectives</b>									
<b>LO1</b>	To learn the basics about corporate world's expectation on skills								
<b>LO2</b>	To learn the skill set for interpersonal skills								
<b>LO3</b>	To gain insight on self-grooming								
<b>LO4</b>	To enable the students to understand the business etiquette								
<b>LO5</b>	To impart knowledge on business correspondence								
<b>Prerequisites: Must have studied commerce in XII</b>									
Unit	Contents								No. of Hours
I	Importance of personal Communication Skills- Conversation Techniques-Presentation Skills-Inter personal skills								6
II	BodyLanguage-MakingaFirstGreatImpression- PersonalGrooming-Importance of Corporate Dressing-Personal grooming tips for men and women								6
III	Building a self-image-need and importance-developing self-confidence and self-respect-Self-care.								6
IV	BusinessEtiquette-meaning-understandingetiquetteinworkplace- elementsofbusiness etiquette-working in diversity Professional Behaviour and its importance								6
V	Business Correspondence - importance of business correspondence- mobile and email etiquette-Business Card Etiquette–Networking-Dining Etiquette								6
<b>TOTAL</b>								<b>30</b>	

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<b>Course Outcomes</b>	
<b>CO1</b>	Gain the knowledge about skills for Corporate World
<b>CO2</b>	Understand various interpersonal skills and improve it
<b>CO3</b>	Learn about self- grooming
<b>CO4</b>	Learn about the practical aspects of business etiquette
<b>CO5</b>	Application of knowledge on business correspondence

### REFERENCEBOOKS

Business Etiquette: A Guide For The Indian Professional Paperback-Shital KakkarMehra

### WEBRESOURCES

<https://www.pdfdrive.com/business-etiquette-ibskills-international-business-skills-e9959676.html><https://archive.org/details/essentialguideto00chan/page/n1/mode/2up>