

**DEPARTMENT OF LANGUAGES & MASS COMMUNICATION
DISCIPLINE: JOURNALISM**

COURSE: ALAD

Code: ALAD 100

Paper Title: Self Analysis, Communication Skills and GD-PI

Total Number of Lectures Allocated: 30

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

Credit: 2

Time: 2 Lecture Hours/Week

Objective: Paper has been designed such that it acquaints the students with the spoken, nonverbal and written communication skills, personal grooming, visual and verbal. To enable students to write multiple types of resume, online and offline, working on student's confidence building through Group Discussion and Personal Interview. The objective is also to promote professional grooming.

Unit	Contents	Lectures
1	Self-Analysis and Personal Grooming Internal external motivation, Visual image, Grooming, business formals, business casuals, accessories, Indian women executives, Mental Models (Inversion, Entropy), SWOT Analysis and Johari Window.	6
2	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. Written communication, Assertiveness. Formal letter writing, e-mail writing, Netiquette, using e-mail elements, How and when to say No	6
3	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
4	Personal Interview Answering the most common Interview questions, Body Language, Document filing, Be the autobiographer, Grooming, Mirroring, FAQs. Mock PI	6
5	Seminar and Industry Expert session Question answer and experience sharing session	6

Reference Books:

1. David Riklan (2003), Self-Improvement the Top 101 Experts Who Help Us Improve Our Lives.
2. Bruce Patton, Douglas Stone, and Sheila Heen, Difficult Conversations
3. Dr. K. Alex (2009), Soft skills know yourself and know the world, Sultan Chand & Sons.
4. Kelly McGonigal (2011), The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do to Get More of It.
5. Mahadevan Ramesh and Gopalaswamy Ramesh (2010), The ACE of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson publishers.

DEPARTMENT OF LANGUAGES & MASS COMMUNICATION
DISCIPLINE: JOURNALISM

COURSE: ALAD

Code: ALAD 200 (Semester II)

Paper Title: Public Speaking, Team work and Communication Skills

Credit: 2

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

Time: 2 Lecture Hours/Week

Objective: The course aims at helping students to work in team building, and Leadership qualities, helping students with leadership skills and working on their body language. 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
1	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
2	Public speaking Sills Case study in public speaking and personal branding, overcoming public speaking fear, Extempore, Public Speaking, One-minute talk	6
3	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	6
4	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
5	Seminar and Industry Expert session Question answer and experience sharing session	6

Reference Books:

1. Dale Carnegie, the Leader in you.
2. John C. Maxwell (2001), The 17 Indisputable Laws of Teamwork: Embrace Them and Empower Your Team.
3. Paul Gustavson and Stewart Liff (2014), A Team of Leaders: Empowering Every Member to Take Ownership, Demonstrate Initiative, and Deliver Results.
4. Shital Kakkar Mehra (2012), Business etiquette – A Guide for the Indian Professional, Harper Collins Publishers.

**DEPARTMENT OF LANGUAGES & MASS COMMUNICATION
DISCIPLINE: JOURNALISM**

COURSE: ALAD

Code: ALAD 500 (Semester V)

Paper Title: Presentation Skills, conflict and stress management

Credit: 2

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

Time: 2 Lecture Hours/Week

Objective: The objective of the paper is to expose students to presentation skills, and working on time management by helping them identify time sinkers and time wasters. To enable students to identify their stress behavior and manage conflicts, learning the way conversations are done to reduce stress and conflict.

Unit	Contents	Lectures
1	Stress Management: Knowing the reasons, living a relaxed life, Being Emotionally Wise, Inner self integration technique, Meditation, types and importance. Internal and external motivation The 5 second rule, courage changes your mind and behaviour.	6
2	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. Goal Setting and career planning: - Calibrate your compass, put a pin in it, bridge the gap, make yourself discoverable, flip failure.	6
3	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.	6
4	Conflict Management Skills Discovering Positive means to dissolve conflicts at workplace, Fundamental facts behind stress and worrisome situations to overcome them, Conflict, types of business conflict, Conflict resolution tactics	6
5	Seminar and Industry Expert session: Question answer and experience sharing session	6

Reference Books:

1. Brian Tracy (2001), Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time.
2. Carmine Gallo (2009), The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience.
3. Carmine Gallo (2014), Talk Like TED
4. Dale Carnegie, how to stop worrying and start living.
5. Richard Walsh (2008), Time Management: Proven Techniques for Making Every Minute Count.
6. Vivian Scott (2009), Conflict Resolution at Work for Dummies.

DEPARTMENT OF LANGUAGES & MASS COMMUNICATION**DISCIPLINE: JOURNALISM****COURSE OFFERED: ALAD****Code: ALAD 600 (Semester VI)****Paper Title: Learning and Development - Practical**

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

Total Number of Lectures Allocated: 30**Credit: 2****Time: 2 Lecture Hours/Week**

Objectives The objective of the paper is to expose students to presentation skills, organizational research, learning mission and vision statement. To enable students to create resume on online platforms such as LinkedIn. The objective is also to conduct mock GD-PI.

Unit	Contents	Lectures
I	Presentation Skills Pre-Presentation Prep: - Preparing slides and Yourself, research work, Individual and group Presentations. Creating the Presentation: - Using Novel ideas, sticking to the 18-minute rule, making it memorable. Delivering the presentations, Creating the story, delivering the experience, refine and rehearse, presentations on general and subject specific topics.	06
II	Organization Research: - Researching about Various organizations, understanding their mission, vision and goal statements.	06
III	Using social media platforms Refining Online and Offline CVs. LinkedIn: basics, Do's and don'ts, Naukri.com, leaving online footprints, do's and don'ts of using and uploading content.	06
IV	Mock GD-PI Sessions Internal and external GD-PI sessions and competitions to boost confidence and prepare content.	06
V	Seminar and Industry Expert session Question answer and experience sharing session	06

Reference Books:

1. David Allen (2001), Getting Things Done: The Art of Stress-free Productivity
2. Richard Nelson Bolles, What Color is Your Parachute?
3. Erik Deckers and Kyle Lacy (2010), Branding Yourself: How to Use Social Media to
4. Invent or Reinvent Yourself

COURSE LEARNING OUTCOME

Course		Learning outcome (at course level)	Learning and teaching strategies	Assessment Strategies
Paper Code	Paper Title			
ALAD 100	Self-Analysis, Communication Skills and GD- PI	<p>The students will be able to -</p> <p>LO 1: Extract and infer their strengths, weaknesses, opportunities and threats.</p> <p>LO 2: Learn the basics of group discussion and will master the same through mock practice sessions.</p> <p>LO 3: Answer confidently in interviews.</p> <p>LO 4: Build strong verbal and written communication skills.</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>
ALAD 200	Public Speaking, Team work and Communication Skills	<p>The students will be able to -</p> <p>LO 1: Create industry specific resume.</p> <p>LO 2: Demonstrate their personal branding through various social media websites, creating online resume at various platforms, such as Naukri and LinkedIn</p> <p>LO 3: Perform, express and convince with their ideas in public speaking.</p> <p>LO 4: Illustrate the right behaviour and business etiquette and in a social setting and infer 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, 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>

ALAD 500	Presentation Skills, conflict and stress management	<p>The students will be able to -</p> <p>LO 1: Anticipate stress and discover internal motivation.</p> <p>LO 2: Behave in a social setting and time management.</p> <p>LO 3: Demonstrate their personal branding through various social media websites and create online presence.</p> <p>LO 4: Prioritize work manage conflict.</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>
ALAD 600	Learning and Development - Practical	<p>The students will be able to -</p> <p>LO 1: Create presentations and present 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: Demonstrate their skills and strengths in Group Discussion and personal Interview.</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 Quiz
		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 -Extempore -1-minute speech game -Small Talk – 1 min -Email writing -Formal Letter writing
		Unit 3	01 question (1.5 Hr.)	10 Marks	Practical: Group Discussion
		Unit 4	01 question (30 Min.)	10 Marks	Practical: Personal Interview
		Unit 5	01 question (30 Min.)	10 Marks	Practical: -Report writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)
	01 question (30 Min.)				
	10 Marks	Viva Voce			
	5 Marks	File (Year Long project)			

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: -Resume Building -Cover letter designing -Elevator Pitch	
		Unit 2	01 question (1 hr.)	10 Marks	Practical: -Extempore -Public Speaking -One-minute talk	
		Unit 3	01 question (30 Min)	10 Marks	Practical: MCQ E-mail writing	
		Unit 4	01 question (30 Min)	10 Marks	Practical: (Any one) MCQ Case study	
		Unit 5	01 question (30 Min)	10 Marks	Practical: -Report writing -Attendance (Minimum 4 out of 6 sessions are compulsory to attend)	
				01 question (1 hr.)		
	10 Marks	Viva Voce				
5 Marks	File (Yearlong project)					

Semester V

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: -Quiz/MCQ
		Unit 2	01 question (1 Hr.)	10 Marks	Practical: Any one -MCQ/Quiz -Case study
		Unit 3	01 question (30 Min.)	10 Marks	Practical: -Blogging/Article writing -MCQ
		Unit 4	01 question (1 Hr.)	15 Marks	Practical: MCQ 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			

Semester VI

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) Presentations
		Unit 2	02 questions (1 Hr.)	10 Marks	Practical: (Any two) -Quiz (Organizations Mission-vision statement)
		Unit 3	01 question (30 Min.)	10 Marks	Practical: (Submission) -Resume -LinkedIn Profile -Interview
		Unit 4	01 question (1 Hr.)	20 Marks	Practical: Group Discussion Group 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)			