

SRI VENKATESWARA UNIVERSITY : TIRUPATI

Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 4: COMMUNICATION SKILLS

Theory

Credits: 2

3 hrs/week

Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

Course Content:

UNIT-I

BASICS OF COMMUNICATION

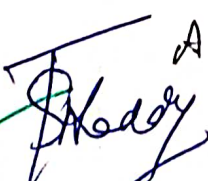
1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication

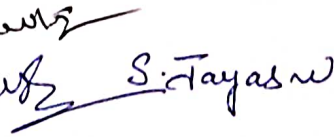
UNIT-II

PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation


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A. Malleswari
S. U. S.


S. Jayasree

UNIT- III

INTERVIEWS AND GROUP DISCUSSIONS

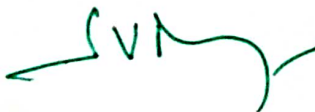

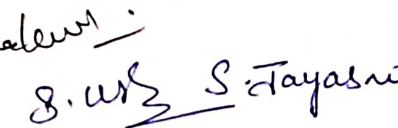
1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions

Recommended Activities:

- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.

References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge

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SEMESTER-I

COURSE 4: COMMUNICATION SKILLS

Model Question Paper

Time: 3 hrs

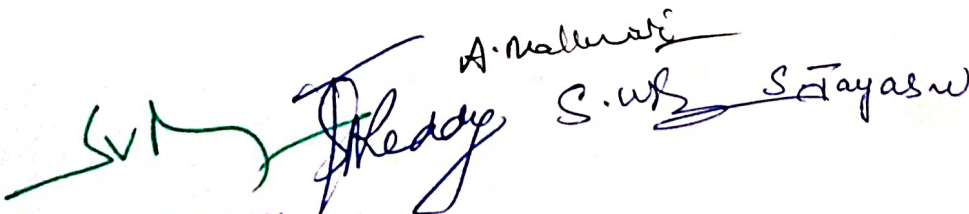
Max. Marks 50

Answer any Five of the following

5 X 10=50 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Note : Question Paper setter should set the Question paper as per Model Question paper Only. Questions should be covered in all Units equally.


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SEMESTER-I

COURSE 1: ENTREPRENEURSHIP DEVELOPMENT

Theory Credits: 2 3 hrs/week

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.


Syllabus:

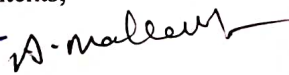
Unit-I: Entrepreneurship:

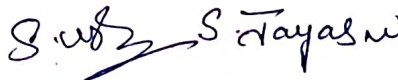
Definition and Concept of entrepreneurship –
Entrepreneur Characteristics
Classification of Entrepreneurs
Role of Entrepreneurship in Economic Development

Unit-II: Idea Generation and Project Formulation:

Ideas in Entrepreneurships
Sources of New Ideas
Techniques for Generating Ideas
Preparation of Project Report - Contents;
Guidelines for Report preparation


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A. Mallevar


S. Jayasw

Unit-III: Institutions Supporting and Taxation Benefits:

Central level Institutions: NABARD;

State Level Institutions SFC


Government Policy for MSMEs

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, NewDelhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A. Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr. B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.


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A-maluru
Areddy *S.USB* *S. Jayasw*