

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: III
Syllabus with Effect from: June-2010

Paper Code: PM03FMEB01	Total Credit: 4
Title Of Paper: Presentation & Career Planning Skills	

Unit	Description in Detail	Weightage (%)
I	Presentations Self Presentation / Grooming Presentations for Career Preparing for Presentations Making Presentations Dealing with Audience Using Audio Visual Aids for Presentations Coping with Presentation fears Non-Verbal aspects of Presentations	25%
II	Business Etiquettes Business Etiquettes: Basics and the opportunities Etiquettes for meeting/telephonic conversation / E-Mail Etiquettes with superiors, peers and subordinates Etiquettes at workplace and International Business Etiquettes for: Dress/Appearance, Social Setting and Table Manners Interaction with customers Negotiation Skills	25%
III	Interview Preparation Communication for Employment Nature and Importance of Interview Preparing for Job Interviews Types of Interviews (Job, Appraisal, Exit Interviews) Drafting Resume Job Application Letter/Cover Letter Writing statements of purpose Preparing for Group Discussion	25%
IV	Career Planning SWOT Analysis Aptitude Development Career Goals Attitude towards career Planning Career Growth Preparing database for potential opportunities – Job / Self Employment Use of internet for career opportunities	25%
Practical		
Presentations		
Group Discussion		
Personal Interview		
Book Reviews and its Presentation		



Basic Text & Reference Books:-

- Hasbany Ghassan: How to make winning presentation: Jaico Publication
- Deborah M Kolb & Judith Williams: Everyday Negotiation, Jossey – Bass Publication.
- Om P Juneja & Aarti Majumdar: Business Communication Techniques & Methods, Orient BlackSwan.
- Antony Jay & Ross Jay, Effective Presentation, Universities Press (UP).
- Joann Driggers: Chapter 15, 'Preparing for Careers' Life Management Skills. Delmar Publishers.
- David Robinson: Business Etiquettes, Kogan Page India Private Limited.

