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BBA

Semester III

Calicut University

Skills For Employability

Course Code: BBA3FS113 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA3FS113 | **Course Title:** Skills For Employability | **Semester:** III

Module I: Career Exploration and Planning

- Unit 1: Changing Workplace – Hiring Process versus Job Hunt, Ten ways to stay resilient in the job search.
- Unit 2: Potential employer judgments or biases – Common areas of employer judgment, What employers are really looking for.
- Unit 3: How to choose a career, Change a career, or Find a job – Career change process.
- Unit 4: Strategies for finding a job – Traditional job search techniques, Flower exercise (modern technique), Top five tips for choosing / changing career.

Module II: Job Search Strategies

- Unit 5: Resumes – Why your resume still matters, Getting ready to write your resume, Components of a resume, Clarifying basic confusions regarding making a resume.
- Unit 6: Types of resumes – Chronological resumes, Skill resumes, Examples, Differences, Other types of resumes.
- Unit 7: Strategic online presence for career advancement.
- Unit 8: Build a better online profile – LinkedIn profile optimization and Job portals navigation.

Module III: Job Applications & Interview Strategies

- Unit 9: Job application letters – Types of letters, Differences, Examples, Organization of letters, T Letters, Covering Letter purpose, structure, and examples.
- Unit 10: Job Interviews – Interview strategy, Interview checklists, Parts of an interview, Navigating stress interviews.
- Unit 11: Answering traditional interview questions, Preparing for behavioral and situational interviews.
- Unit 12: Behavioral interview questions, Preparing for phone or video interviews.

Module IV: Professional Communication

- Unit 13: Formats for business letters and memos.
- Unit 14: Internal Memos and E-mail messages.
- Unit 15: Web writing and technology set up.
- Unit 16: E-mail messages – Crafting effective subject lines.
- Unit 17: Positive and negative email messages, E-mail netiquette, Handling email attachments.

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