



NGM College (Autonomous), Pollachi
For the academic year 2015-16 onwards

Value Education (Academy for Professional Development)

NGM | Academy for Professional Development



MODULE I	ACCORD TO EXCELLENCE	SEMESTER – I
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Objectives

- Enable students to comprehend the concept of communication and convert it into everyday practice.
- Train students to ground concepts/ideas in their own experience.
- To bring out creativity and other latent talents with proper goal setting so that self- esteem gets enhanced.
- To help students understand the mechanism of stress particularly negative emotions such as anxiety, anger and depression for effective management.
- To give training for positive thinking this will keep the students in a good stead at the time of crisis.

MODULES	TOPICS
1	Induction on Soft skills: Problem solving related to Cognitive skills – Personal qualities and People satisfaction rules – School to college: Deciding to Attend an Institution – Success in college education – Individualized Plan – Opening Doors to Self determination skills and Employment - Career Road map: Job search road map – Career management – Transition.
2	Managerial Communication – Principles & Types, Coding and Decoding-Signs and symbols- Verbal and non verbal - Mediums for communication.
3	Power of Positive Thinking - Thinking power- Seven steps for dealing with doubt - Traits of positive thinkers and high achievers - Goals and techniques for positive thinking - Enhancement of concentration through positive thinking - Practicing a positive life style – Decision Making and Problem Solving.
4	Goal Setting – Mind Mapping - Creativity and Innovative thinking, Nurturing creativity – Talent Management. Motivation - Essential Characteristics for Achieving success – Self-motivation - Importance of commitment - Ways to motivate oneself.
5	Stress Management - Definitions and manifestations of stress - Stress coping ability and stress inoculation training - Management of various forms of fear (examination fear, stage fear or public speaking anxiety), depression and anger - Dealing with crisis and disasters.

Reference Texts

- Monippally, Matthukutty. M (2001), *Business Communication Strategies*, 11th Reprint, Tata McGraw-Hill, New Delhi.
- Sasikumar.V and Dhamija.P.V (1993), *Spoken English: A Self-Learning Guide to Conversation Practice*, 34th Reprint, Tata McGraw-Hill, New Delhi.
- Swets, Paul. W (1983) *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*, Prentice Hall Press, New York.
- Hewings, Martin (1999), *Advanced English Grammar: A Self-Study Reference and Practice Book for South Asian Students*, Reprint 2003, Cambridge University Press, New Delhi.
- Lewis, Norman (1991), *Word Power Made Easy*, Pocket Books.
- Hall and Shephard, *the Anti-Grammar Grammar Book: Discovery Activities for Grammar Teaching*, Longman.
- Norman Vincent Peale, *The power of positive thinking*
- Robbins judge, *Organizational behavior*.
- Dr. Panch Ramalingam, *Behavioral Decision Making*.
- Anderson, B. F (1975), *Cognitive Psychology: The study of knowing, learning, and Thinking NY*, Academic Press.
- Beach, L. R., & Mitchell, T. R (1978), *A contingency model for the selection of Decision strategies Academy of Management Review*, **3**, 439-449

Websites

- <http://www.aries.net/>
- www.tatamcgrawhill.com/digital_solutions/monippally
- www.dictionary.cambridge.org
- www.wordsmith.org
- <http://managementstudyguide.com/managerial-communication.htm>
- <http://www.slideshare.net/Annajab/managerial-communication-its-types>
- <http://www.mayoclinic.org/healthy-living/stress-management/in-depth/positive-thinking/art-20043950>
- http://www.huffingtonpost.com/james-clear/positive-thinking_b_3512202.html
- <http://www.wikihow.com/Set-Goals>
- <http://topachievement.com/goalsetting.html>
- http://www.helpguide.org/mental/stress_management_relief_coping.htm

- http://www.mindtools.com/pages/main/newMN_TCS.htm
- <http://www.businessdictionary.com/definition/motivation.html>
- The creativity portal-www.creativity-portal.com
- Academy of achievement- www.achievement.org
- www.bookboon.com

Further reading Books to help you reflect

- Guy Claxton, (1998), *'Hare Brain Tortoise Mind: Why Intelligence Increases When you Think Less'*.
- Edward De Bono, Harper Collins,(1992), *'Serious Creativity'*, London,
- Sir Ken Robinson, (2001), *'Out of Our Minds: Learning to be Creative'*, Oxford.

Books with practical ideas

- Stephen Bowkett, (1997), *'Imagine That'*, Network Educational Press.
- Ian Smith, Learning , (2006), *'Fostering Creativity'*, Unlimited,
- Guy Claxton & Bill Lucas, (2004), *'Be Creative'*, BBC Books.
- Edward De Bono, (1985), *'Six Thinking Hats'*, Penguin.
- Jack Foster, Beret-Koehler, (1996), *'How to Get Ideas'*.
- Roger Von Oech, Thorsons, (1990), *'A Whack on the Side of the Head'*.
- Robert Wiseman, (2004) *'Did You Spot the Gorilla?'*, Arrow Books.

Useful websites

- www.ltscotland.org.uk/creativity
- <http://www.edwdebono.com/>
- www.buildinglearningpower.co.uk
- www.learningunlimited.co.uk

MODULE II	SELF EVOLUTION	SEMESTER – II
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Objectives

- Prepare students to evolve mental models for intra-personal and inter-personal transactions.
- Make students reflect and improve their use of body language – posture, gesture, facial expression, tone.
- To introduce the basic concepts of body language for conflict management.
- To give inputs on some of the important interpersonal skills such as group decision-making, negotiation and leadership skills.
- To make students learn and practice the steps involved in time management.

MODULES	TOPICS
1	SWOT: Creating analysis – Tools – Tolerance for Ambiguity: Concept – Steps to become more tolerant – Requisite qualities – Self Esteem: Positive, Low self esteem, three faces, signs, causes, Steps to improve – Ethics and morality: Ethics, Morals, Values, comparison, Principles.
2	Social Skills and Conflict Management Skills : Component of Social Skills, effective ways of dealing with people - Types of conflict - Conflict stimulation and conflict resolution techniques for effective conflict management - Strategies for managing conflict- Four key conflict resolution skills - Basic concepts, cues, signals, symbols and secrets of body language - Significance of body language in communication and assertiveness training.
3	Time Management: Misconceptions about time - Symptoms of poor time management - Advantages of time management - Time wasters- Procrastination - Time management matrix- Elements of effective time management- Time management personality profile- Time management tips and strategies -Advantages of time management.
4	Intrapersonal & Interpersonal Skills – Self advertising – Over stating and under stating, Hyperbole - Overcoming mental blocks: Causes of mental blocks, GOMAN’s blockbusters, Breaking through- Prejudice: Types of prejudice, Psychology of prejudice, Ways to reduce prejudice- Hotspots of the addressee: Tips for coping with four different types of students.
5	Etiquette in LSRW – Polite yet assertive- Tackling questions - Seeking permission - Expressing gratitude – Gender fair language – Discourse Analysis: Influences of Discourse Analysis. Approaches to discourse analysis - Transactional analysis: 3 Rules of Communication – Empathy: Empathy Vs Sympathy, Six Habits of Highly Empathic People.

Reference Books

- Dale Carnegie, “How to Win Friends & Influence People”, Maanu Graphics Publishers; 2013 Edition.
- Robert Bolton Ph. D, “People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts”, Touchstone, 1986.
- Stephen R. Covey, “7 habits of highly effective people”, Simon and Schuster India, 2015
- Windshuttle, Keith and Elizabeth Elliot, “Writing, Researching and Communicating: Communication Skills for the Information Age”, 3rd Reprint, Tata McGraw-Hill, Australia, 1999.
- Dignen, Flinders and Sweeney. “English 365”. Cambridge University Press.
- Goleman, Daniel, “Working with Emotional Intelligence”, Bantam Books, New York, 1998.
- Jones, Leo and Richard Alexander, “New International Business English”, Cambridge University Press, 2003.
- Jayakaran, “Everyone’s Guide to Effective Writing”, 2 M Publishing International, Chennai, 2000.

Websites

- http://www.mindtools.com/pages/article/newTMC_05_1.htm
- <http://career-advice.monster.com/job-search/career-assessment/analyze-your-career-with-a-swot/article.aspx>
- <http://www.businessnewsdaily.com/5543-personal-swot-analysis.html>
- <http://www.anxietybc.com/sites/default/files/ToleratingUncertainty.pdf>
- <http://resetyourfuture.com/take-your-personal-swot-analysis-know-yourself-to-sell-yourself/>
- <http://knowinnovation.com/tolerating-ambiguity/>
- https://www.ucdmc.ucdavis.edu/hr/hrdepts/asap/Documents/Self_esteem.pdf
- <http://cmhc.utexas.edu/selfesteem.html>
- <http://www.overcoming.co.uk/single.htm?ipg=5230>
- http://www.diffen.com/difference/Ethics_vs_Morals
- <http://moralsandethics.wordpress.com/2009/07/14/10-principles-for-peaceful-life/>
- <http://josephsoninstitute.org/business/blog/2010/12/12-ethical-principles-for-business-executives/>
- http://changingminds.org/explanations/values/values_morals_ethics.htm#Morals
- http://www.galileanlibrary.org/site/index.php/page/index.html/_/essays/introducingphilosophy/11-ethics-r27

- <http://www.footprintsrecruiting.com/>
- <https://unltd.org.uk/portfolio/3-6-understanding-your-target-audience-and-defining-your-value-proposition/>
- <http://quickbase.intuit.com/blog/2012/03/23/7-ways-to-get-your-boss-to-say-yes/>
- <http://dierschow.com/wordpress/career/getting-permission-from-your-boss>
- <http://tinybuddha.com/blog/50-ways-to-show-gratitude-for-the-people-in-your-life/>
- http://www.gratefulness.org/readings/expressing_gratitude.htm
- <http://www.positivityblog.com/index.php/2008/05/05/six-steps-to-become-assertive-and-nice/>
- <http://www.ncte.org/positions/statements/genderfairuseoflang>
- <http://www.coachingforchange.com/pub06.html>
- <http://www.mindtools.com/pages/article/EmpathyatWork.htm>
- http://greatergood.berkeley.edu/article/item/six_habits_of_highly_empathic_people1
- <http://www.entrepreneur.com/article/229328>
- http://www.diffen.com/difference/Empathy_vs_Sympathy
- www.value.webcrawler.com
- www.shrm.org/hrdisciplines/ethics/Pages/EthicsIntro.aspx
- http://psychology.suite101.com/article.cfm/impact_of_selfconcept_and_selfesteem_on_life
- www.timemanagement.com
- www.alice.org/randy/timetalk
- www.wisegeek.com
- www.mindtools.com
- www.managementgamez.com
- www.boston.com/jobs/galleries/workplaceconflic
- www.edcc.edu/counseling/documents/conflict.pdf
- www.teambased.com/images/pdf/Conflict+Resolution+Skills.pdf
- www.corporatetrainingmaterials.com
- www.eduzeach.com/Interpersonal+Skills
- www.wisegeek.com/what-is-intrapersonal-intelligence
- www.britishcouncil.in/sites/...in2/.../tec_13_publication_final_version.pd
- www.anits.edu.in/english/Syllabus-English.pdf
- www.languageinindia.com/jan2013/krishnaroleplayfinal.pdf

MODULE III	PRESENTATION SKILLS	SEMESTER – III
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Objectives

- Enable students to perceive cultural codes involved in presentation and design language performance accordingly.
- To develop the presentation skills by proper plan, preparation and deliverance.
- To identify the impediments on presentation and find the solution to overcome it effectively.
- Enable the students to speak in mass forum and develop marketing skills.

MODULES	TOPICS
1	Presentation – meaning, key elements, categories - Personal presentation – Areas of personal presentation. Function of Cultural Codes in Presentation –Planning, preparing and delivering a presentation - etiquette; clarity; lively delivery - Effective ways to start a presentation – Tips and Techniques.
2	Models of Presentation – Impromptu speech – tackling hesitation, shyness and nervousness in speaking – Public speaking – Understanding and overcoming fear, academic, professional and Corporate presentations – Group discussions – facilitators and impediments.
3	Professional Communication Skills: technical presentations, visual aids – too much or too little use of technology – Turn taking – Effective not offensive or defensive handling of questions – Social Communication Skills: socializing – ice breakers; small talk – dialogue, debate, discussion - Selling, advertising and persuading.
4	Developing a presentation - Handling interruptions during speech - Understanding and managing anxiety (Speaker & Speaking) – Motivating audience - The psychology of persuasion, Strategies for persuading audience: Credibility, Logic and Emotion. Causes of forgetting, How to forget (thought stopping), how to remember (techniques for improving memory)-Barriers to communication.
5	Strategic presentations: Informative and interesting presentation – Effective verbal and nonverbal delivery - Presentation topics – Adapting ideas to people and people to ideas – How to be a Dynamic communicator - Presenting Under Particular Circumstances – Speaking and Managing public consultation meetings.

Reference Texts

- Van Emden, J., & Becker, L., (2004). Presentation skills for students.
- Cotton, et al. Market Leader. Longman.
- Levin, P., & Topping, G., (2006). Perfect presentations
- Carnegie, D., (1998). How to develop self confidence and influence people by public speaking.
- McCarthy, P., & Hatcher, C., (2002). Presentation skills: The essential guide for students.
- Duarte, N., (2008). Slide logy: The art and science of creating great presentations.

Websites:

- www.authorstream.com
- www.Slideshare.com
- www.thepresentationskills.com
- www.businessballs.com
- www.businesstrainingdirect.co.uk
- www.presentation-skills.biz

MODULE IV	TRAITS ENRICHMENT	SEMESTER – IV
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Objectives

- To make students understand the concept and components of personality, thereby to apply the acquired knowledge to themselves and to march towards excellence in their respective academic careers.
- Illustrate role of skills in real-life work situations with case studies, role play, etc.
- Translate performance of skills into efficient habits.

MODULES	TOPICS
1	Leadership Skills – Awareness of one’s own leadership style and performance – Nurturing leadership qualities - leadership effectiveness - Personal Excellence- Strategy Thinking Skills- Facilitation Skills- Personal Empowerment- Change Management.
2	Impression Management – Emotional Intelligence – Managerial Feelings - Mentoring
3	Jam – Managerial Skills – Knowledge Management - Negotiation skills- preparation and planning, definition of ground rules, clarification and justification, bargaining and problem solving, closure and implementation. Aptitude.
4	Extempore – Maintaining Trust - Altruism (Pro-social behavior / Helping Behavior)
5	Team Building – Concept of team in work situation, promotion of team spirit, characteristics of team player - Prevention of moral dwarfism – Moral and social code of conduct, ethics and other values, social concerns.

Reference Texts

- Social Intelligence - The new science of human Relationship- Author : Danial Goleman
- Power Mentoring – Author : Ellen Ensher - Susan Murphy
- Developing managerial Skills in organizational Behavior
- You can negotiate anything - Author-Herb Cohen
- Team building and leadership - Author-Mr.Gauravbhargava,Ms.Neelam S.Bhargava
- Quantitative Aptitude - Author-R.S Agarwal

Websites:

- www.bookboon.com
- www.authorstream.com
- www.Slideshare.com
- www.thepresentationskills.com

MODULE V	CORPORATE READINESS	SEMESTER – V
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Exclusive TCS training module with some additional topics as required combined with APD syllabus will be given to 5th and 6th semesters. The certificates will be issued by NGM APD and TCS after the successful completion of the modules.

Objectives

- Enable the students to understand various industries scenario and its office manners.
- To impart training for empowerment thereby encouraging the students to become successful entrepreneurs.
- To learn about various protocol skills in connection with workplace.
- Enable the students to built confidence to face the challenges in the interviews ultimately for the success.

MODULES	TOPICS
1	Overview of BPO Industry, Activity- Facts of BPO & other industries.
2	Difference between Campus & Corporate, Role Play. Office hospitality, Professional skills, Management Operation Maintenance plan (MOM).
3	Grooming for Corporate-1: Workplace, Dinning etiquette, Telephone, Meeting & Mailing Etiquette.
4	Grooming for Corporate-2: Listening Skills, Team Skills, Assertiveness and Attention to Detail.
5	Resume Building - Mock Interview - Aptitude: The role of aptitude test in emerging competitive environment – Occupational and educational purposes -Personality Tests- Aptitude related to management skill- Types of aptitude -Situational Judgment Test- Perceptual Speed.

Reference Texts

- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata Mc Graw Hill.
- Powell. In Company. Macmillan
- Pease, Allan. 1998. Body Language: How to Read Others Thoughts by their Gestures. Sudha Publications. New Delhi
- Gardner, Howard. 1993. Multiple Intelligences: The Theory in Practice: A Reader. Basic Books. New York
- De Bono, Edward. 2000. Six Thinking Hats. 2nd Edition. Penguin Books.
- 3. Smith, B (2004). Body Language. Delhi: Rohan Book Company.

Websites:

- www.authorstream.com
- www.Slideshare.com
- <http://www.careercenter.illinois.edu/>
- www.stanford.edu
- www.reuters.com

MODULE VI	TRANSFORMATION TO CORPORATE	SEMESTER – VI
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Objectives

- Train students to summon words relevant to the immediate communication tasks.
- Enable students to build a report of functional vocabulary and to move from the lexical level to the syntactic level.
- To enable students to keep themselves abreast of general knowledge and current information.
- Enable the students to develop the skills related to self introduction, one to one, Group and interview skills and for overall presentation skills.

MODULES	TOPICS
1	LSRW- Speaking: Preparation on self, family, Friends, environment, Group dynamics on current happenings, picture reading, Gain confidence thro' role play, Job description on habitual actions, Cardinal messages on and filling in message forms.
2	General knowledge and current affairs - Regional, national and international events - Geographical, political and historical facts - Information on sports and other recreational activities - Basic knowledge with regard to health and health promotion.
3	Greetings and Introductions - Face to Face interaction - Interview Skills: I can present.
4	Presentation Skills (Evaluation Rubric) – Entrepreneurship development
5	Aptitude: Watson Glaser critical thinking test in five separate areas. Arithmetic: Numbers-Profit and loss-Simple and compound interest-Ratio-Percentage-Problem on Ages-Average-Time and Work-Area-Partnership-Odd man out. Reasoning: Analogy-Blood Relation-Classification-Puzzle Test- Critical Thinking-Coding and Decoding-Statement and Assumption-Number Ranking-Direction Test-Alphabet Test-spatial visualization- Numerical Reasoning.

Reference Texts

- Swaminathan. V.D & Kaliappan. K.V (2001). Psychology for Effective Living
- Chennai. The Madras Psychology Society.
- Robbins, S.B. (2005). Organizational Behavior. New Delhi: Prentice Hall of India.
- 4. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Mohan, Krishna and Meera Bannerji, 2001, Developing Communication Skills. Macmillan.
- V. Syamala, 2002. Effective English Communication for you. Emerald Publishers, Chennai.

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