

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES, CHITTOOR
(AUTONOMOUS)**

Approved by AICTE, New Delhi, Affiliated to JNTUA, Ananthapuramu.



LECTURE NOTES

Subject Name : Employability Skills

Year / Branch : IV / All Branches

Regulation : R23

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1. SYLLABUS CONTENTS

Unit	Unit Title	Core Terminologies & Focal Modules
Unit I	Goal Setting and Self-Management	Definition, importance, types of Goal Setting– SMART Goal Setting–Advantages–Motivation– Intrinsic and Extrinsic Motivation–Self-Management- Knowing about self–SWOC Analysis
Unit II	Writing Skills	Definition, significance, types of writing skills – Resume writing Vs CV Writing -E-Mail writing, Cover Letters- E-Mail Etiquette -SoP (Statement of Purpose)
Unit III	Technical Presentation Skills	Nature, meaning & significance of Presentation Skills– Planning, Preparation, Presentation, Stage Dynamics –Anxiety in Public speaking (Glossophobia)- PPT & Poster Presentation
Unit IV	Group Presentation Skills	Body Language – Group Behaviour–Team Dynamics –Leadership Skills –Personality Manifestation-Group Discussion-Debate –Corporate Etiquette
Unit V	Job Cracking Skills	Nature, characteristics, importance & types of Interviews –Job Interviews–Skills for success–Job Searching skills – STAR method - FAQs-Answering Strategies–Mock Interviews

2. OBJECTIVES OF THE SUBJECT

- To encourage all round development of the students by focusing on productive skills
- To make the students aware of Goal setting and writing skills
- To enable them to know the importance of presentation skills in achieving desired goals.
- To help them develop organizational skills group activities.
- To function effectively with heterogeneous teams

3. CORE CONTENT & CONCEPTUAL DEPTH (INTRODUCTION PART)

UNIT I: GOAL SETTING AND SELF-MANAGEMENT

1. Comprehensive Conceptual Framework

Goal setting is defined as a systematic process of identifying specific objectives that an individual aims to achieve within a defined timeframe. It acts as a cognitive road map involving planning, organizing, and strategically directing individual efforts toward meaningful, high-value personal and organizational outcomes.

Importance of Milestones: Set goals provide clear direction and purpose, enhance situational focus, increase intrinsic motivation, serve as reliable baselines for tracking progress, and fundamentally improve day-to-day decision making and structural time utilization.

2. Typology of Goals

- **Short-term Goals:** Clear operational objectives targets that can be accomplished in a brief period (e.g., daily, weekly, or monthly schedules).
- **Long-term Goals:** Complex, life-altering objectives achieved over extended windows, typically taking years or shaping entire career paths.
- **Personal Goals:** Self-improvement metrics focused on health, lifestyle, finance, or character building.
- **Professional Goals:** Targets distinctly mapping to career progression, promotional milestones, and workplace performance metrics.

3. The SMART Framework Matrix

Effective goal configuration must align with the classic SMART protocol:

- **Specific:** Clearly defined, ambiguous objectives leave room for execution failures.
- **Measurable:** Contains clear metrics to track actual execution performance.
- **Achievable:** Perfectly realistic and fully attainable within current capacity boundaries.
- **Relevant:** Closely aligned with broader institutional or overarching career trajectories.
- **Time-bound:** Restructured with clear, strictly non-negotiable target deadlines.

Standard SMART Criterion Application:

Weak Goal: "I want to improve my spoken English."

SMART Standard Formulation: "I will improve my communication skills by practicing English speaking for 30 minutes daily for exactly two months."

4. Psychological Motivation Dichotomy

- **Intrinsic Motivation:** An internal psychological drive anchored by personal passion, intense alignment, curiosity, and pure internal satisfaction.

- **Extrinsic Motivation:** External stimuli pushing performance, such as grades, monetary awards, corporate salary increases, or public industry recognition.

5. Self-Management & Self-Awareness

Self-management denotes the absolute competency to regulate one's behavior, emotional reactions, and available time resource distribution. Core elements comprise explicit time-blocking mechanisms, emotional intelligence matrices, self-control, and real-time situational adaptability. This is reinforced by **Self-Awareness**, which requires a brutal, honest analysis of individual strengths, weaknesses, internal values, and emotional triggers.

6. SWOC Analytical Tool Matrix

A structural self-evaluation tool used to optimize capacity vectors:

Internal Attributes	External Factors
Strengths (S): Positive internal advantages, explicit talents, unique skills, certifications, and specialized subject expertise.	Opportunities (O): Favorable external trends, industry expansion, market vacancies, networking circles, and technological advancements.
Weaknesses (W): Internal friction points, areas critically needing behavioral or technical improvement, and destructive habits.	Challenges / Threats (C): External competitive barriers, evolving job markets, automation trends, or economic resource adjustments.

UNIT II: WRITING SKILLS

1. Functional Core Background

Writing skills are defined as the behavioral capacity to express complex concepts, designs, and operational data clearly and accurately in written formats. This ensures professional clarity, establishes documented organizational baselines, and enhances logical analytical processing.

2. Typologies of Written Text

- **Academic:** Structured essays, comprehensive reports, or rigorous thesis submissions.
- **Professional:** Context-driven business emails, standard operating corporate reports, and job-search documents.
- **Creative:** Narrative prose, stories, and expressive poetry lines.
- **Technical:** User installation manuals, clear algorithmic operational steps, and blueprint data summaries.

3. Employment Documents: Resume vs. Curriculum Vitae (CV)

Parameter / Metric	Resume	Curriculum Vitae (CV)
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Document Length	Highly concise, brief overview (typically 1–2 pages).	Detailed, fully comprehensive multi-page layout.
Core Target Focus	Strictly job-oriented, framed to match industry roles.	Academic, deep scientific research, or grant oriented.
Content Weight	Highlights selected relevant skills and specific experiences.	Chronological details of academic qualifications & papers.

4. Professional Electronic Mail Architecture & Etiquette

A standard professional email requires four distinct structural nodes:

1. **Subject Line:** Highly crisp, contextually clear statement outlining email purpose.
2. **Salutation:** Formal, polite opening addresses (e.g., "Dear Hiring Manager," or "Dear Dr. Smith,").
3. **Body Text:** Concise, objective message block devoid of filler elements.
4. **Sign-off:** Structured closing including professional signatures and active contact metrics.

Email Etiquette Rules: Use polite, grammatically perfect sentence syntax. Absolutely avoid informal communication conventions, modern slang, or text abbreviations. Keep paragraphs limited to 2-3 sentences. Ensure careful proofreading before final dispatch.

5. Specialized Documentation: Cover Letters & Statements of Purpose (SoP)

- **Cover Letter:** An introductory personal marketing document highlighting distinct professional alignment, specific technical match metrics, and deep company background interest.
- **Statement of Purpose (SoP):** A detailed essay explaining academic background choices, foundational career goals, and specific academic justifications for selecting a course, university, or research hub.

UNIT III: TECHNICAL PRESENTATION SKILLS

1. Mechanics of Presentations

Technical presentation skills denote the specific capacity to present complex, specialized data charts and conceptual designs to target audiences seamlessly. Successful performance is broken down into three logical phases:

- **Planning Phase:** Clear delineation of targeted objectives and specific technical audience knowledge backgrounds.
- **Preparation Phase:** Structural logical ordering of data slide narratives and visually appealing graphics.
- **Delivery Phase:** Confident physical transmission of information utilizing strong stage dynamics (posture, natural gestures, and controlled room movement).

2. Managing Glossophobia (Stage Anxiety)

Glossophobia is the psychological fear of public speaking. It manifests from deep fears of criticism, potential audience judgment, lack of solid preparation, or low self-confidence profiles.

Mitigation Techniques	Operational Purpose / Mechanism
Structured Practice Sessions	Builds high cognitive memory loops and behavioral familiarity.
Controlled Deep Breathing	Lowers high heart rates and re-oxygenates logical cognitive pathways.
Positive Visualization	Psychologically re-frames perceived failure metrics into success steps.

3. Digital Media Engineering: PowerPoint & Posters

- **PowerPoint Presentations:** Rely heavily on crisp bullet points instead of long textual blocks. Integrate static visuals or data charts. Maintain standard minimalist design layouts. Absolutely avoid cluttered screens or bright, distracting background choices.
- **Academic/Technical Posters:** Feature high-impact, easy-to-read title bars. Maintain an open, clean grid structure. Maximize charts, engineering diagrams, and color-coded data lines while minimizing dense text elements.

UNIT IV: GROUP PRESENTATION SKILLS & TEAM DYNAMICS

1. Non-Verbal Mechanics & Body Language

Non-verbal communication controls over 55% of perceived presentation impact. Key components include continuous, inclusive **eye contact** to build audience trust, open **facial expressions** that signal confidence, and steady **postures** combined with deliberate, meaningful hand gestures.

2. Group Behavior & Team Dynamics

High-performing corporate team execution relies heavily on distinct structural elements:

- **Role Allocation:** Assigning explicit operational tasks based on individuals' verified strengths.
- **Collaboration:** Developing active cooperative pathways that value alternate technical viewpoints.
- **Conflict Resolution:** Resolving interpersonal friction calmly and productively without impacting timelines.
- **Leadership:** Making firm decisions, driving team motivation, and taking personal accountability for the group's results.

3. Professional Discourse Arenas: Group Discussions vs. Debates

- **Group Discussion (GD):** A collaborative corporate selection step designed to exchange ideas constructively, evaluate topics from multiple angles, and assess active listening skills, communication flexibility, and cooperative behavior.
- **Debate:** A competitive, structured argumentative environment where speakers challenge opposing

positions using verified facts, evidence, and logical reasoning.

Corporate Etiquette Foundations: Professional behavior within corporate settings requires maintaining a clean, role-appropriate dress code, practicing respectful oral and written communication, and adhering strictly to ethical codes of conduct.

UNIT V: JOB CRACKING SKILLS

1. Structural Topology of Recruitment Interviews

Interviews represent formal evaluation environments designed to assess candidates across multiple dimensions. Primary formats include:

- **Technical Interview:** Core evaluation of algorithmic mastery, engineering principles, programming syntax, and domain knowledge.
- **HR Interview:** Behavioral screening focusing on organizational fit, communication clarity, stability, values, and negotiation skills.
- **Panel Interview:** A rigorous multi-examiner evaluation designed to assess cross-functional capability and performance under pressure.

2. Answering Strategy: The STAR Framework

A structured approach for answering behavioral and situational questions clearly and effectively:

- **Situation (S):** Provide a brief, contextually clear description of the specific challenge or background setting.
- **Task (T):** Outline the explicit operational responsibilities or requirements demanded by that situation.
- **Action (A):** Detail the specific logical actions, technical approaches, or steps you personally initiated.
- **Result (R):** Share the final measurable outcomes, lessons learned, or performance achievements.

STAR Framework Example Application:

Question: "Tell me about a time you handled a tight project deadline."

Response:

(S) During our 4th-semester hackathon, our primary database integration failed 12 hours before the final submission.

(T) As the technical lead, my task was to rebuild the data architecture without losing our existing front-end progress.

(A) I reallocated two team members to clean the local cache files while I implemented an alternative cloud database solution using pre-built schema templates.

(R) We completed the recovery in 4 hours, debugged the application, and secured 2nd place in the competition.

3. High-Frequency Interview FAQs & Answering Strategies

1. **"Tell me about yourself":** Summarize your current academic status, highlight 2-3 key technical skills or major projects, and state how your career goals align with the role. Avoid sharing irrelevant personal

details.

2. **"What are your strengths and weaknesses?":** Frame your strengths around core competencies supported by brief, real-world examples. Discuss a genuine weakness by explaining the concrete steps you are actively taking to overcome it.
3. **"Why should we hire you?":** Connect your specific skill sets directly to the core requirements outlined in the company's job description, showing how your background can solve their immediate operational challenges.

5. MATHEMATICAL FOUNDATION (COMPUTATIONAL CONTEXTS)

Note: This course is qualitative, humanities-based, and focused on behavioral science. No direct mathematical governing equations or computational formula derivations are required.

6. ALGORITHM STEPS & PROCEDURAL EXPLANATIONS

Note: This course does not require technical pseudocode or software programming design blocks. Behavioral patterns (such as the STAR method or the SWOC matrix) serve as the structured procedural guides for this domain.

7. COMPREHENSIVE QUESTIONS SECTION (EXAMINATION BLUEPRINT)

A. Short Answer Questions (2 Marks Level)

1. Define the SMART framework acronym used in goal setting.
2. Differentiate between intrinsic and extrinsic motivation with a suitable example.
3. State the primary structural differences between a professional Resume and an academic CV.
4. List four non-negotiable etiquette guidelines for corporate email writing.
5. What is Glossophobia, and what is its primary physiological cause?
6. Name three distinct stages involved in managing a technical slide presentation.
7. Highlight the importance of maintaining proper eye contact in group presentations.
8. Define the term 'Conflict Resolution' within corporate team environments.
9. What do the letters in the STAR method stand for?
10. Why are Mock Interviews considered critical before attending live corporate drives?

B. Essay Type Questions (10 Marks Level)

1. Elaborate on the complete concept of SWOC analysis. Construct a detailed, professional self-evaluation SWOC matrix reflecting your own engineering profile.
2. Discuss the significance of professional writing. Draft a comprehensive sample Statement of Purpose

(SoP) for an engineering graduate applying for higher studies abroad.

3. Explain the detailed stages of a technical presentation. What structural steps should a presenter take during the planning and preparation phases to ensure successful delivery?
4. Analyze the dynamics of an effective corporate Group Discussion. Contrast a standard Group Discussion with a structured debate, highlighting differences in behavioral objectives and evaluation metrics.
5. Describe the structural approach used to answer behavioral queries using the STAR method. Provide a complete, detailed scenario response mapping an engineering project failure.

C. Higher Order Thinking Skills (HOTS) & Case Studies

Case Study 1 (Team Conflict Management):

A 4-member final year project group is experiencing severe internal conflict. Two members are working on core technical design tasks, while the other two frequently skip status meetings due to communication issues. As the designated team leader, outline a detailed step-by-step strategy to resolve this friction, reallocate roles fairly, and ensure the project meets its upcoming evaluation deadline.

Case Study 2 (Strategic Interview Challenge):

A well-qualified engineering student with a strong 8.5 CGPA faces recurring rejection in the final rounds of panel interviews due to severe stage anxiety and unstructured answers. Using the behavioral frameworks covered in this course (such as the STAR approach, glossophobia management, and positive visualization), design a 4-week tailored preparation plan to help this student pass their next recruitment drive.

8. STANDARD REFERENCES & WEB RESOURCES

Standard Reference Books:

- Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press, 2016.
- Covey, Stephen R. *The 7 Habits of Highly Effective People*. Free Press, 2004.
- Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press, 2015.

Web Resources:

- NPTEL Course Portal: *Developing Soft Skills and Personality* (<https://nptel.ac.in/courses/109104107>)
- SWAYAM Platform: *Employment Communication – A Lab Based Course* (<https://swayam.gov.in>)

9. ADDITIONAL ENRICHMENT COMPONENTS

To deepen professional readiness, students are strongly encouraged to build and maintain professional portfolios. This includes optimizing an active LinkedIn profile to network with industry peers, earning cloud-based communication certificates, and participating in weekly public speaking exercises organized through

college student clubs.

10. EXPECTED OUTCOME (BLOOM'S TAXONOMY LEVEL MAPPING)

Upon completing this comprehensive course sequence, students will be able to:

- **CO 1 (Apply/Analyze):** Formulate clear, realistic personal career goals using the SMART framework and use SWOC matrices to optimize their career planning.
- **CO 2 (Create):** Draft clean, professionally formatted corporate emails, resumes, and cover letters that align perfectly with modern industry recruitment standards.
- **CO 3 (Apply):** Present technical topics confidently while managing public speaking anxiety through controlled stage dynamics.
- **CO 4 (Evaluate):** Collaborate effectively within cross-functional corporate teams, demonstrating strong leadership and active listening skills.
- **CO 5 (Create/Apply):** Excel in competitive hiring processes by structured delivery of situational answers using the STAR method.

11. Standard Quote

"Education is not the learning of facts, but the training of the mind to think."

— Albert Einstein