

# **SYLLABUS**

# **LIFE SKILLS & PERSONALITY DEVELOPMENT**



# **Jagannath International Management School**

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)  
Accredited by National Assessment and Accreditation Council (NAAC)

## **LIFE SKILLS AND PERSONALITY DEVELOPMENT**

### **VALUE ADDED COURSE**

**ODD 2024-2025**

**DURATION: 40 Hours**

### **SYLLABUS**

#### **MODULE 1 UNDERSTANDING PERSONALITY AND LIFE SKILLS (10 HOURS)**

- 1 – Personality: Definitions, Importance, Characteristics
- 2 – Personality: Determinants, Traits
- 3 – Life Skills: Concept, Definition, Problem specific and area specific skills
- 4– OCEAN Personality Traits

#### **MODULE 2 SOCIAL AND NEGOTIATION SKILLS (10 HOURS)**

- UNIT – 4 – Self-Awareness and Empathy
- UNIT – 5 – Effective Communication
- UNIT – 6 – Interpersonal Relationships

#### **MODULE 3 THINKING SKILLS AND PROBLEM SOLVING SKILLS (10 HOURS)**

- UNIT – 7 – Critical Thinking and Creative Thinking
- UNIT – 8 – Problem Solving and Decision Making
- UNIT – 9 – Application and Practice of Problem Solving and Decision Making Strategies in Daily Life

#### **MODULE 4 LIFE SKILLS AND EMPLOYABILITY SKILLS UNIT (10 HOURS)**

- UNIT – 7 – CV Building and Self Introduction
- UNIT – 8 – Understanding the art of Group Discussion
- UNIT – 9 – Impactful organisational behaviour.

#### **ACTIVITIES PLANNED:**

1. SELF INTRODUCTION IN 100-150 WORDS
2. CLASS PRESENTATION TO ENHANCE PUBLIC SPEAKING SKILLS
3. SWOT ANALYSIS

**NCFM FINANCIAL  
MARKET: A BEGINNERS'  
MODULE**

## Financial Markets: A Beginner's Module

### ➤ **Markets and Financial Instruments**

Types of Markets: Equity Debt, Derivatives Commodities; Meaning and features of private, Public companies; Types of investment avenues.

### ➤ **Primary Market:**

Initial Public Offer (IPO); Book Building through Online IPO; Eligibility to issue securities; Pricing of Issues; Fixed versus Book Building issues; allotment of Shares; Basis of Allotment; Private Placement.

### ➤ **Secondary Market:**

Role and functions of Securities and Exchange Board of India (SEBI); Depositories; Stock exchanges Intermediaries in the Indian stock market Listing; Membership; Trading Clearing and settlement and risk management; Investor protection fund (IPF); and Do's and Don'ts for investors, Equity and debt investment.

### ➤ **Derivatives:**

Types of derivatives; Commodity and commodity exchanges; Commodity versus financial derivatives.

### ➤ **Financial Statement Analysis**

Balance sheet; Profit & loss account; Stock market related ratios; Simple analysis before investing in the shares; understanding annual report; Director's report etc.

# **SOCIAL MEDIA MARKETING**

## Value Added Course on Social Media Marketing

### For BBA & B.Com (H)

(Duration - 30 Hours)

<b>MODULE 1: Introduction to Social Media Marketing</b>		<b>(6 Hours)</b>
1.	Concept of social media marketing	
2.	Digital landscape	
3.	Digital Customer Acquisition	
4.	Benefits of social media marketing	
<b>MODULE 2: Social Advertising</b>		<b>(6 Hours)</b>
1.	Creating Effective Ads on Social Media	
2.	Social Media Tips for Small Businesses	
3.	Mapping audience to different platforms	
4.	Data, Privacy and Policies on Social Media	
<b>MODULE 3: Content marketing</b>		<b>(6 Hours)</b>
1.	Concept of Content Marketing	
2.	User generated Content (UGC)	
3.	7A framework of content marketing	
4.	Storytelling techniques	
5.	Tools for content creation	
<b>MODULE 4: Influencer marketing</b>		<b>(6 Hours)</b>
1.	Concept of influencer marketing	
2.	Types of influencers	
3.	Strategies to increase consumer engagement	
4.	Viral Marketing - Concept & Strategies	
<b>MODULE 5: Digital branding</b>		<b>(6 Hours)</b>
1.	Concept of digital brand	
2.	Social media for branding	
3.	Community building & management	
4.	Sentiment Analysis	
5.	Social media analytics	

### **Activities Planned:**

1. Make a blog, a quick video ad campaign, or an Instagram reel to promote a good or service, and interact with users through it.
2. Select a social media influencer and examine the content that they have produced.