

SYLLABUS FOR THE BATCH FROM YEAR 2025 TO 2026

FOR Certificate Course on Soft Skills (Credit Based Evaluation and Grading System)

Semester: I

EXAMINATIONS: 2025-2026

The Certificate Programme Offered:

- **Certificate Course on Soft Skills
(6 Months duration)**



Program Outcomes:

- 1. Fundamental Knowledge of Complex Environmental Issues:** This certificate program is designed to provide students with advanced knowledge on complex environmental issues and their management.
- 2. Career Development & Enhancement:** This program is tailored to provide the students with required knowledge and critical thinking to work in the field and make important decisions about environmental issues and management.
- 3. Project Management and Technical skills:** A comprehensive curriculum is designed to develop a technical skills among students to implement sustainable practices and managing environmental risks

Department of English

In collaboration with

Directorate of Open & Distance Learning and Online Studies

**GURU NANAK DEV UNIVERSITY
AMRITSAR**

Certificate Course on Soft Skills (Semester System) Offered by Department of English in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar

Eligibility:

- +2 or equivalent examination
- Any student pursuing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU campus constituted or affiliated college.

Semester - I

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
ODCSS111T	Mastering Soft Skills and Self-Branding	30	70	100	4
ODCSS112T	Effective Teamwork, Conflict Resolution, and Time Management for Success	30	70	100	4
ODCSS113T	Mastering Public Speaking and Non-Verbal Communication	30	70	100	4
ODCSS114T	Personal Branding and Leadership in the Digital Age	30	70	100	4
Total Marks & Credits		120	280	400	16

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Syllabus of Soft Skills-I

SUBJECT: ODCSS111T - Mastering Soft Skills and Self-Branding

Credits: 4

Course Objectives

The Objectives of the course are to help students:

1. To understand the significance of soft skills in personal and professional growth.
2. To develop emotional intelligence for effective communication and workplace success.
3. To enhance self-image management and make positive first impressions.
4. To build a strong personal brand for career advancement and professional recognition.
5. To integrate soft skills, emotional intelligence, and personal branding for holistic development.

Expected Outcomes

At the end of this course the students will be able to:

1. Demonstrate proficiency in essential soft skills for workplace and personal effectiveness.
2. Apply emotional intelligence principles to improve decision-making and interpersonal relationships.
3. Exhibit confidence in managing self-image and making lasting positive impressions.
4. Develop a personal brand that reflects professionalism and authenticity.
5. Utilize social media and digital platforms to establish and maintain a professional presence.

Syllabus

Section A

Soft Skills: Importance of soft skills, Correlation between Personality development and soft skills, Soft skills v/s hard skills, Industry need: from campus to corporate, Developing soft skills

Section B

Emotional Intelligence: Essentials of emotional intelligence, Intelligence quotient (IQ) or emotional quotient (EQ)?, Components of emotional intelligence, Applying emotional intelligence at work, Ways to improve emotional intelligence

Section C

Self-Image Management: First impression, Types of first impression, Effects of the first impression, Self-image and first impression, Factors affecting one's self-image, Ways to make the best first impression

Section D

Developing personal brand: Develop a powerful personal brand for Executive presence, Steps to manage your professional brand, SWOT and Gravitas, Correlation between self-esteem and self-

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image, Building self-esteem & confidence, Managing your social media image, Ensuring professional and clean digital presence

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Syllabus of Soft Skills-II

SUBJECT: ODCSS112T - Effective Teamwork, Conflict Resolution, and Time Management for Success

Course Objectives

The Objectives of the course are to help students:

1. To understand the fundamentals of team building and the dynamics of effective teamwork.
2. To develop strategies for resolving conflicts and improving negotiation skills.
3. To enhance time management abilities for increased productivity and efficiency.
4. To learn goal-setting techniques for personal and professional growth.
5. To maintain a healthy work-life balance while achieving career and personal objectives.

Expected Outcomes

At the end of this course, the students will be able to:

1. Demonstrate the ability to work collaboratively in teams and contribute to team success.
2. Apply conflict resolution techniques to foster a positive and productive work environment.
3. Implement time management strategies to optimize productivity and reduce procrastination.
4. Set realistic and achievable goals using structured goal-setting methods.
5. Maintain a balanced approach to work and personal life for long-term success.

Syllabus

Section A

Team Building and Cooperation: Team building – the key to working together, Group v/s team, Stages in team development, Becoming part of a winning team,

Section B

Conflict resolution: Making conflict work for you, Ways to resolve conflict, Importance of negotiation skills

Section C

Time Management: The need to manage time, Nature of time, Hard work v/s smart work, Skills to become a better time manager, Eat the frog: beat procrastination, The 5D principle to beat procrastination

Section D

Goal setting: Setting achievable goals, Ensuring Work-life balance

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Syllabus of Soft Skills-III

SUBJECT: ODCSS113T - Mastering Public Speaking and Non-Verbal Communication

Credits: 4

Course Objectives

The Objectives of the course are to help students:

1. To develop confidence and overcome the fear of public speaking.
2. To enhance presentation skills and platform presence for effective communication.
3. To understand and utilize body language for impactful interactions.
4. To build a strong non-verbal brand in professional and social settings.
5. To improve networking skills and non-verbal cues for online and offline presence.

Expected Outcomes

At the end of this course the students will be able to:

1. Deliver speeches and presentations confidently in academic and professional settings.
2. Apply effective techniques to structure and organize engaging presentations.
3. Utilize body language to enhance communication and audience engagement.
4. Establish a compelling non-verbal brand for professional success.
5. Use non-verbal communication effectively in networking and digital interactions.

Syllabus

Section A

Public speaking: Student's perspective, Professional perspective, Glossophobia, Keys to overcome the fear of public speaking

Section B

Platform presence and personality: Making the presentations, COPTA - The powerful presentation method, Physical aspect of delivering the presentation, The talk organization formula, Becoming a charismatic speaker

Section C

Body Talk: Foundations of Body Language, Why Body Language Matters?, Reading the Face, Reading the Body

Section D

Build Your Non-Verbal Brand: Introduction, Networking Events, The Elevator Pitch, Non-Verbal Hacks for your Online Presence

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Syllabus of Soft Skills-IV

SUBJECT: ODCSS114T - Personal Branding and Leadership in the Digital Age

Credits: 4

Course Objectives

The Objectives of the course are to help students:

1. To develop a strong and effective online presence for professional success.
2. To enhance leadership skills and understand how everyday leadership motivates others.
3. To learn strategies for self-promotion and personal branding using neuromarketing.
4. To improve virtual communication skills for online presentations, meetings, and job interviews.
5. To understand perception and reputation management for career advancement.

Expected Outcomes

At the end of this course, the students will be able to:

1. Build and maintain a professional online presence to enhance career opportunities.
2. Apply leadership principles to inspire and motivate others in everyday scenarios.
3. Utilize neuromarketing and psychology to effectively promote skills and influence decision-makers.
4. Conduct impactful online presentations, meetings, and interviews with confidence.
5. Develop strong observation skills to recognize career opportunities and align with industry leaders.

Syllabus

Section A

Building Online Presence: Importance of online presence, Offline v/s online presence, Virtual verbal communication, Things to keep in mind while planning online presentations, Virtual non-verbal communication, Easy ways to crack online job interviews, Conducting effective online presentations and meetings

Section B

Leadership: Everyday leadership, Ways in which everyday leaders motivate others, Qualities of a good leader

Section C

The Art of Promoting Yourself: Selling your skills, Neuromarketing as a tool for influencing leaders, Using neuromarketing and psychology to get ahead, Three steps to use neuromarketing for a successful life

Section D

Perception and reputation: Recognizing opportunities and openings before the competition, Observation, Matching yourself with your leaders

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Suggested Readings:

1. Cialdini, Robert B. *Influence: The Psychology of Persuasion*. Harper Business, 2021. (Covers neuromarketing and persuasion techniques.)
2. Schaffer, Neal. *The Age of Influence: The Power of Influencers to Elevate Your Brand*. HarperCollins Leadership, 2020. (Focuses on digital presence and personal branding.)
3. Pease, Allan, and Barbara Pease. *The Definitive Book of Body Language*. Bantam, 2006. (Explores body language and non-verbal communication.)
4. Tracy, Brian. *Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time*. Berrett-Koehler Publishers, 2017. (A practical guide on time management.)
5. Montoya, Patrick. *The Brand Called You: Make Your Business Stand Out in a Crowded Marketplace*. McGraw-Hill, 2005. (Discusses personal branding and professional presence.)
6. Duarte, Nancy. *Resonate: Present Visual Stories That Transform Audiences*. Wiley, 2010. (A guide on presentation skills and impactful storytelling.)
7. Maxwell, John C. *The 15 Invaluable Laws of Growth: Live Them and Reach Your Potential*. Center Street, 2012. (Covers self-image and personal development.)