



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF TRAINING AND PLACEMENT CELL

VALUE ADDED COURSE – SYLLABUS

21VPCGB – GLOBAL BUSINESS FOUNDATION SKILLS – GBFS (INFOSYS)

Course Objective: The **Global Business Foundation Skills (GBFS)** program has been developed with an objective to train students in basic foundation skills, which will help them be better prepared for employment. This program will help increase the ‘industry readiness’s’ of students who want to start a career in BPM industry.

To facilitate the development of basic skills in students to help enhance their employability at the entry level in the BPM companies

UNIT I	BPM INDUSTRY AWARENESS	2 Hours
<p>BPO: An Overview, What is Business Process Outsourcing? BPO to BPM, Sub-segment of a BPM, Why do Companies Outsource? Kinds of services offered by BPMs, Countries that Outsource, Preferred Destinations for Outsourcing, Competencies Required for Working in a BPM, Why is India a preferred BPM Destination? Common BPM Services provided by India, Current challenges for India.</p>		
UNIT II	BUSINESS COMMUNICATION	15 Hours
<p>II-A BUSINESS COMMUNICATION- ORAL Introduction to voice and accent- Consonant sounds, Vowels, Diphthongs, A few Phonic rules, Word stress, Intonation, Pacing and chunking, Fluency, Indianisms, The interview interaction.</p> <p>II-B BUSINESS COMMUNICATION- GRAMMAR English: Spoken Vs. written Communication, Nouns, Pronouns, Adjectives, Adverbs, Prepositions, Conjunctions, Verbs, Subject and Verb agreement, Determiners and Modifiers, Tenses.</p> <p>II-C BUSINESS COMMUNICATION-WRITTEN Email writing, Headers, Email format, Creative writing, Email etiquette, Punctuation.</p> <p>II-D READING COMPREHENSION, ATTENTION TO DETAIL & APTITUDE TESTS Attention to Detail, Aptitude Tests, Reading Skills, Speed reading, Barriers to speed reading, Improving your reading speed, Reading Comprehension Practice Exercises.</p>		
UNIT III	CUSTOMER MANAGEMENT	8 Hours
<p>III-A COMMUNICATION AND SERVICE What is customer service? Business Phone Etiquette, Structure of a customer call, Essential Skills-Customer service, Rapport, Empathy, Paraphrasing, Probing, listening skills, Dealing with different kinds of customers, Customer Complaints, Customer service through email and chat support.</p>		



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III-B CUSTOMER MANAGEMENT: CULTURE		
General awareness-The US, Geography of the US, Political system, Life style, Business Etiquette in the US, General awareness-The UK, UK-Physical Features, Political set-up, Life style, British etiquette & its importance.		
UNIT IV	PC AND DATA SKILLS	12 Hours
IV-A COMPUTER BASICS		
Introduction to computer, Activity/Energizer, Objective, WIIFM, What is a computer? Computer hardware and software, The key components of a computer, Computer networks, Important Computer Terminologies		
IV-B MS OFFICE-EXCEL		
Microsoft Excel 2007, Introduction to Microsoft excel, Formatting data in excel, Formulas in excel		
IV-C MS OFFICE-POWER POINT PRESENTATION		
Microsoft Power point 2007, Editing and Formatting Text, More about presentations		
IV-D MS OFFICE-WORD		
Microsoft Word (MS Word) 2007, Formatting in Word-Graphics in word, Printing in word		
IV-E KEYBOARDING SKILLS		
Introduction-Keyboarding skill principles, Keyboarding skill efficiency, Basic understanding of direction of fingers, 600-word passages, 900-word passages, 1200-word passages, 1500-word passages.		
UNIT V	CORPORATE ETIQUETTE	3 Hours
What is corporate etiquette and why do I need it? Your attitude matters, The golden rules, At the workplace, With colleagues, With subordinates, What must you avoid at the workplace, Importance of being punctual, Cubicle etiquette, While in the elevator, At the cafeteria.		
Business Introductions, Tips to remember when meeting people, Handshakes, Presenting the business card, Introduction-And your response, Corporate dressing, Corporate dress code, Personal Hygiene, Office jargons.		
Total Hours		40 Hours

Reference Book

1. Global Business Foundation Skills, Powered by IBM, Deloitte, Convergys, Infosys BPO, Genpact, Dell & Accenture, Published by NASSCOM, New Delhi. Copyright by NASSCOM.

Course Outcome: On Completion of this course the students will be able to

- Know the Industry awareness, up-skilling to prepare for entry-level job opportunities in the Indian BPM industry.
- Students will be well versed in technological skill (MS-Office, Internet etc.,)
- Communication skills displaying effective oral and written communication.




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