

SKILLS FOR EMPLOYABILITY

BBA Semester 3 – Calicut University

MODULE 1: CAREER EXPLORATION AND PLANNING

1. Changing Workplace, Hiring Process vs Job Hunt, Resilience in Job Search

Changing Workplace

- Modern workplaces are technology-driven.
- Remote and hybrid work models are increasing.
- Employers value adaptability and continuous learning.
- Skills are often valued more than degrees alone.

Hiring Process

- Job Vacancy.
- Application Submission.
- Resume Screening.
- Assessment Tests.
- Interview.
- Selection.
- Offer Letter.

Job Hunt

- Process undertaken by job seekers to find employment.
- Requires planning, networking and persistence.

Ten Ways to Stay Resilient in Job Search

- Set realistic goals.
- Maintain a routine.
- Keep learning new skills.
- Network regularly.
- Stay positive.
- Track applications.
- Accept feedback.
- Improve interview skills.
- Celebrate small achievements.
- Stay patient.

Exam line: Successful job search requires resilience, adaptability and continuous improvement.

2. Employer Judgments, Biases and Employer Expectations

Employer Judgments

Employers often evaluate:

- Appearance.
- Communication skills.
- Confidence.
- Attitude.
- Professional behavior.

Common Biases

- Educational background.
- Age bias.
- Gender bias.
- Experience bias.
- Cultural bias.

What Employers Look For

- Communication skills.
- Problem-solving ability.
- Teamwork.
- Leadership qualities.
- Adaptability.

- Positive attitude.
- Technical knowledge.
- Reliability.

Exam line: Employers value attitude, communication and adaptability as much as technical skills.

3. Choosing a Career, Changing a Career and Finding a Job

Choosing a Career

Consider:

- Interests.
- Skills.
- Values.
- Personality.
- Career opportunities.

Career Change

- Shift from one profession to another.
- Requires planning and skill development.

Career Change Process

- Self-assessment.
- Research career options.
- Skill development.
- Networking.
- Job search.
- Transition to new career.

Finding a Job

- Identify opportunities.
- Prepare resume.
- Apply strategically.
- Attend interviews.

Exam line: Career decisions should be based on interests, skills and future opportunities.

4. Job Search Strategies and Flower Exercise

Traditional Job Search Techniques

- Newspaper advertisements.
- Employment exchanges.
- Recruitment agencies.
- Campus placements.
- Career fairs.

Modern Job Search Techniques

- LinkedIn networking.
- Online job portals.
- Professional communities.
- Personal branding.

Flower Exercise

A self-assessment technique that identifies:

- Skills.
- Interests.
- Values.
- Preferred work environment.
- Goals.

Top Five Tips for Choosing or Changing Career

- Know your strengths.
- Research opportunities.

- Learn relevant skills.
- Seek professional guidance.
- Stay flexible.

Exam line: Effective job search combines traditional methods with modern networking strategies.

MODULE 2: JOB SEARCH STRATEGIES

5. Resumes – Importance, Preparation and Components

Resume

- A document summarizing education, skills and experience.
- First impression for employers.

Why Resume Matters

- Highlights qualifications.
- Helps secure interviews.
- Demonstrates professionalism.

Preparation Before Writing

- Understand job requirements.
- List achievements.
- Identify relevant skills.
- Organize information.

Components of a Resume

- Personal Information.
- Career Objective.
- Educational Qualification.
- Skills.
- Experience.
- Achievements.
- Certifications.
- References.

Common Resume Confusions

- Length of resume.
- Use of photographs.
- Career objective wording.
- Experience presentation.

Exam line: A resume is a marketing document that presents a candidate's qualifications to employers.

6. Types of Resumes

Chronological Resume

- Information arranged by date.
- Focuses on work history.
- Suitable for experienced candidates.

Skill-Based Resume

- Focuses on skills rather than experience.
- Suitable for freshers and career changers.

Difference

Chronological Resume	Skill Resume
Focus on experience	Focus on skills
Date-based format	Skill-based format
Suitable for experienced candidates	Suitable for freshers

Other Types

- Functional Resume.
- Combination Resume.
- Targeted Resume.

Exam line: Choice of resume type depends on experience and career objectives.

7. Strategic Online Presence for Career Advancement

Meaning

- Managing online identity to improve career opportunities.

Importance

- Employers often check online profiles.
- Builds professional credibility.
- Expands networking opportunities.

Strategies

- Maintain professional profiles.
- Share industry-related content.
- Build personal brand.
- Participate in professional discussions.
- Avoid inappropriate content.

Exam line: A strong online presence can significantly improve career opportunities.

8. Building Better Online Profiles, LinkedIn and Job Portals

LinkedIn Profile

Important Sections:

- Professional Photo.
- Headline.
- About Section.
- Skills.
- Experience.
- Education.
- Recommendations.

Benefits of LinkedIn

- Professional networking.
- Job opportunities.
- Industry updates.
- Personal branding.

Job Portals

Examples:

- Naukri.
- Indeed.
- Monster.
- LinkedIn Jobs.

Tips

- Keep profile updated.
- Use keywords.
- Upload professional resume.
- Apply regularly.

Exam line: LinkedIn is one of the most important platforms for professional networking and job search.

MODULE 3: JOB APPLICATIONS

9. Job Application Letters and Cover Letters

Job Application Letter

- Formal letter applying for a job.
- Introduces applicant to employer.

Types

- Solicited Letter.
- Unsolicited Letter.

Basic Structure

- Sender Address.
- Date.
- Receiver Address.
- Subject.
- Salutation.
- Body.
- Closing.
- Signature.

T-Letter

- Compares candidate qualifications with job requirements.
- Presented in two-column format.

Cover Letter

Purpose

- Introduce the applicant.
- Explain suitability for the position.
- Encourage employer to review resume.

Structure

- Introduction.
- Qualification Summary.
- Closing Statement.

Exam line: A cover letter complements the resume and highlights suitability for a position.

10. Job Interviews and Interview Strategy

Job Interview

- Formal discussion between employer and applicant.
- Used to assess suitability for a job.

Importance of Interview Strategy

- Builds confidence.
- Improves performance.
- Reduces anxiety.

Interview Checklist

Before Interview:

- Research organization.
- Review resume.
- Practice answers.
- Dress professionally.

Parts of an Interview

- Introduction.
- Information Gathering.
- Discussion.
- Questions.
- Closing.

Stress Interview

- Designed to test emotional stability.
- Evaluates reaction under pressure.

Exam line: Preparation and confidence are key to interview success.

11. Traditional, Behavioral and Situational Interview Questions

Traditional Questions

Examples:

- Tell me about yourself.
- What are your strengths?
- Why should we hire you?

Behavioral Interviews

- Based on past experiences.
- Predict future behavior.

Situational Interviews

- Present hypothetical situations.
- Evaluate problem-solving ability.

Preparation Tips

- Review achievements.
- Use real examples.
- Practice responses.
- Research company expectations.

Exam line: Behavioral interviews focus on past actions while situational interviews focus on future responses.

12. Behavioral Questions, Phone and Video Interviews

Behavioral Interview Questions

Examples:

- Describe a challenge you faced.
- Explain a conflict you resolved.
- Discuss a leadership experience.

Preparation Method

STAR Technique:

- Situation.
- Task.
- Action.
- Result.

Phone Interviews

- Conducted through telephone.
- Focus on communication skills.

Video Interviews

- Conducted using online platforms.
- Require proper technology setup.

Tips

- Test equipment.
- Maintain eye contact.
- Minimize distractions.
- Dress professionally.

Exam line: The STAR technique is widely used for answering behavioral interview questions.

MODULE 4: PROFESSIONAL COMMUNICATION

13. Formats for Letters and Memos

Business Letter Format

- Sender Address.
- Date.
- Receiver Address.
- Subject.
- Salutation.
- Body.
- Closing.
- Signature.

Memo Format

- To.
- From.
- Date.
- Subject.
- Message.

Characteristics

- Clear.
- Concise.
- Professional.
- Accurate.

Exam line: Professional communication requires proper format and clarity.

14. Memos and Email Messages

Memo

- Internal communication within an organization.
- Used for announcements and instructions.

Email

- Electronic communication tool.
- Fast and cost-effective.

Advantages

- Quick communication.
- Easy record keeping.
- Global accessibility.

Differences

Memo	Email
Internal communication	Internal and external communication
Formal organizational use	Flexible communication
Usually printed/documented	Electronic format

Exam line: Memos are mainly used internally while emails can be used both internally and externally.

15. Web Writing and Technology Setup

Web Writing

- Writing for online audiences.
- Must be clear and concise.

Characteristics

- Short sentences.

- Easy navigation.
- Reader-friendly format.
- Keyword usage.

Technology Setup

- Reliable internet connection.
- Updated software.
- Proper devices.
- Secure systems.

Exam line: Effective web writing focuses on readability and user experience.

16. Email Messages and Subject Lines

Email Components

- To.
- CC.
- BCC.
- Subject.
- Message Body.
- Signature.

Subject Line

- First thing recipient sees.
- Must clearly indicate purpose.

Good Subject Line Characteristics

- Specific.
- Relevant.
- Professional.
- Brief.

Examples

- Job Application for Marketing Executive.
- Meeting Request.
- Project Update.

Exam line: A clear subject line increases the likelihood of an email being read.

17. Positive and Negative Emails, Netiquette and Attachments

Positive Email Messages

Examples:

- Congratulations.
- Appreciation.
- Acceptance.
- Approval.

Negative Email Messages

Examples:

- Rejection.
- Complaint response.
- Denial of request.

Email Netiquette

- Use professional language.
- Avoid unnecessary capitalization.
- Respond promptly.
- Be respectful.
- Proofread before sending.

Email Attachments

- Use appropriate file formats.

- Mention attachments in email.
- Keep file size reasonable.
- Ensure files are virus-free.

Exam line: Professional email etiquette reflects professionalism and communication competence.

LAST-MINUTE EXAM FACTS

- Modern workplaces value adaptability and continuous learning.
- Employers look for communication, teamwork and problem-solving skills.
- Flower Exercise helps identify career interests and strengths.
- Resume = Summary of qualifications and experience.
- Chronological Resume = Experience-focused.
- Skill Resume = Skill-focused.
- LinkedIn is the most important professional networking platform.
- Cover Letter supports the resume.
- T-Letter compares qualifications with job requirements.
- Stress Interview tests reactions under pressure.
- STAR = Situation, Task, Action, Result.
- Behavioral Questions = Past experiences.
- Situational Questions = Hypothetical situations.
- Memo = Internal communication.
- Email = Electronic communication.
- Good subject lines are clear and specific.
- Netiquette means proper online communication behavior.