I.K.S. (Generic) – Year I, Semester I Syllabus [Level 4.5]

Course Type	Image Building and Behaviour (IBB)	Credits – 2 (Theory)	Weeks – 15 / Hours – 30
IBB 101	Image Building and Behaviour	Int. Marks – 15	Ext. Marks – 35

Course Objectives

1. To understand the concept of personal and professional image building.
2. To develop effective communication, etiquette, and behavioural skills.
3. To enhance confidence, personality, leadership, and workplace professionalism.

Course Outcomes

1. Students will understand the significance of image building in personal and professional life.
2. Students will demonstrate appropriate behaviour, communication, and etiquette in different situations.
3. Students will develop confidence, leadership qualities, and a positive professional attitude.

Syllabus (From 2026–27)

Unit 1: Introduction to Image Building (05 Hours)

a. Meaning, Scope and Importance of Image Building
b. Self-Image, Self-Esteem and Personal Branding
c. First Impression and Professional Appearance
d. Grooming, Hygiene and Dress Etiquette

Unit 2: Behaviour and Communication Skills (10 Hours)

a. Verbal and Non-Verbal Communication
b. Body Language, Facial Expressions and Voice Modulation
c. Social, Workplace and Digital Etiquette
d. Emotional Intelligence and Positive Behaviour

Unit 3: Professional Development and Leadership (10 Hours)

a. Time Management and Professional Ethics
b. Teamwork, Leadership and Conflict Management
c. Interview Skills, Group Discussion and Presentation Skills
d. Goal Setting, Confidence Building and Lifelong Learning

Suggested Practical Activities

- Self-Grooming Assessment
- Mock Interviews
- Group Discussions
- Public Speaking Activities
- Role Plays on Workplace Behaviour
- Business Etiquette Demonstration
- Personal Branding Portfolio
- Reflection Journal on Behavioural Development