

Directorate of Transferable Skills and Leadership Development			
Ramaiah University of Applied Sciences			
Department	CSE/EEE/CIVIL	Programme	B. Tech
Semester/Batch	1 st /2017		
Course Code	HSC102B	Course Title	Business Communication and Presentation Skills
Course Leader(s)	Roopa S Patil		

Assignment					
Reg.No.		Name of Student			
Sections	Marking Scheme			Marks	
				Max Marks	First Examiner Marks
Part A					
	A 1	Introduction on directions of communication	4		
	A 2	Importance of Vertical communication highlighting on feedback	6		
		Part-A Max Marks	10		
Part B.1					
	B 1.1	Feasibility of the plan	2		
	B 1.2	Methodology/Strategy	4		
	B 1.3	Implementation	4		
		B.1 Max Marks	10		
Part B.2					
	B 2.1	Creativity	2		
	B 2.2	Relevance	2		
	B 2.3	Content	4		
	B 2.4	Visual appeal	2		
		B.2 Max Marks	10		
Part B.3					
	B.3.1	Quality of slides	2		
	B.3.2	Relevant content (Content and power-point presentation preparation)	4		
	B.3.3	Introduction	2		
	B 3.4	Conclusion	2		
		B.3 Max Marks	10		
Part B.4					
	B.4.1	Body Language	3		
	B.4.2	Tone/ Volume/Pitch	2		
	B.4.3	Professionalism	2		
	B.4.4	Language	3		
		B.4 Max Marks	10		
Total Assignment Marks			50		

Course Marks Tabulation				
Component-1 (B) Assignment	First Examiner	Remarks	Moderator	Remarks
A				
B.1				
B.2				
B.3				
B.4				
Marks (Max 50)				
Marks (out of 25)				
Signature of First Examiner		Signature of Moderator		

Please note:

1. Documental evidence for all the components/parts of the assessment such as the reports, photographs, laboratory exam / tool tests are required to be attached to the assignment report in a proper order.
2. The First Examiner is required to mark the comments in RED ink and the Second Examiner's comments should be in GREEN ink.
3. The marks for all the questions of the assignment have to be written only in the **Component – CET B: Assignment** table.
4. If the variation between the marks awarded by the first examiner and the second examiner lies within +/- 3 marks, then the marks allotted by the first examiner is considered to be final. If the variation is more than +/- 3 marks then both the examiners should resolve the issue in consultation with the Chairman BoE.

Assignment

Instructions to students:

1. The assignment consists of **2** questions: Part A – **1** Question, Part B- **4** Questions.
2. Maximum marks is **50**.
3. The assignment has to be neatly word processed as per the prescribed format.
4. The maximum number of pages should be restricted to **20**.
5. Restrict your report for Part-A to 3 pages only.
6. Restrict your report for Part-B to a maximum of 17 pages.
7. The printed assignment must be submitted to the course leader.
8. **Submission Date: 20/11/2017**
9. **Submission after the due date is not permitted.**
10. **IMPORTANT:** It is essential that all the sources used in preparation of the assignment must be suitably referenced in the text.
11. Marks will be awarded only to the sections and subsections clearly indicated as per the problem statement/exercise/question
12. Consult the course leader for the allotment of Groups for the assignment

Preamble

In an organization communication facilitates the flow of information and understanding between different people and departments through different media using all the channels and networks. This flow of information is vital for managerial effectiveness and decision making .Therefore it is important to hone one's communication skills at every stage.

Part -A

(10 marks)

Mrs. Smith was the CEO of an organization. She was known to be very bossy and took pride in giving instructions and never entertained questions. Her employees would follow her instructions blindly without intruding or giving suggestions. This continued for years until one day the company incurred a huge loss. Mrs. Smith consulted an expert only to find that the communication environment was not open enough for the employees to give suggestions. The boss in turn had to accept the feedback and implement the changes for the betterment of the organization.

In the above context, develop an essay on “The Importance of Vertical communication and feedback in the hierarchy of an organization”.

The essay should address the following:

- A.1 Introduction on directions of communication
- A.2 Importance of Vertical communication highlighting on feedback

Part B

(40 marks)

Develop and implement a customized individual communication development plan.

(The plan should be implemented by the student and will be assessed at regular intervals)

Students will be assessed on the following:

- B 1.1 Feasibility of the plan
- B 1.2 Methodology/Strategy
- B 1.3 Implementation

B.2: (10 Marks)

Design A4 size poster envisaging yourself before and after implementing the communication development plan.

Students will be assessed on the following:

- B 2.1 Creativity
- B 2.2 Relevance
- B 2.3 Content
- B 2.4 Visual appeal

Group Task

B.3:

(10 Marks)

Prepare a presentation for the plan developed in Question B.1 using the inputs given in the session 'Presentation preparation'. Focus on the strategy, implementation, proof of improvement, quality of slides, consistency (Use graphs, charts, pictures wherever applicable)
Group Size – 5-6
No. of slides- 10

Students will be assessed on;

- B.3.1 Quality of slides
- B.3.2 Relevant content (Content and power-point presentation preparation)
- B.3.3 Introduction
- B.3.4 Conclusion

B.4

(10 Marks)

Deliver the presentation prepared above (Question B.3) using the inputs given in the session 'Presentation Delivery'. Focus on Body language, language, tone, volume, pitch, professionalism.
Group Size – 5-6 (same group as in B.3)
Time – 5-6 mins total presentation (1 min/ presenter)

Students will be assessed on;

- B.4.1 Body Language
- B.4.2 Tone/ Volume/Pitch
- B.4.3 Professionalism
- B.4.4 Language