Course Code	Course Name	Credits
CSL504	**Business Communication & Ethics**	**02**
Course Rationale	This curriculum is designed to build up a professional and ethical approach, effective oral and written communication with enhanced soft skills. Through practical sessions, it augments student's interactive competence and confidence to respond appropriately and creatively to the implied challenges of the global Industrial and Corporate requirements. It further inculcates the social responsibility of engineers as technical citizens.	
Course Objectives		
1	To discern and develop an effective style of writing important technical/business documents.	
2	To investigate possible resources and plan a successful job campaign.	
3	To understand the dynamics of professional communication in the form of group discussions, meetings, etc. required for career enhancement.	
4	To develop creative and impactful presentation skills.	
5	To analyze personal traits, interests, values, aptitudes and skills.	
6	To understand the importance of integrity and develop a personal code of ethics.	
Course Outcomes: At the end of the course, the student will be able to		
1	plan and prepare effective business/ technical documents which will in turn provide solid foundation for their future managerial roles.	
2	strategize their personal and professional skills to build a professional image and meet the demands of the industry.	
3	emerge successful in group discussions, meetings and result-oriented agreeable solutions in group communication situations.	
4	deliver persuasive and professional presentations.	
5	develop creative thinking and interpersonal skills required for effective professional communication.	
6	apply codes of ethical conduct, personal integrity and norms of organizational behaviour.	

Module	Contents	Hours
1	**ADVANCED TECHNICAL WRITING: PROJECT/PROBLEM BASED LEARNING (PBL)**	**06**
	Purpose and Classification of Reports: **Classification on the basis of:** Subject Matter (Technology, Accounting, Finance, Marketing, etc.), Time Interval (Periodic, One-time, Special), Function (Informational, Analytical, etc.), Physical Factors (Memorandum, Letter, Short & Long) **Parts of a Long Formal Report:** Prefatory Parts (Front Matter), Report Proper (Main Body), Appended Parts (Back Matter) **Language and Style of Reports:** Tense, Person & Voice of Reports, Numbering Style of Chapters, Sections, Figures, Tables and Equations, Referencing Styles in APA & MLA Format, Proofreading through Plagiarism Checkers **Definition, Purpose & Types of Proposals:** Solicited (in conformance with RFP) & Unsolicited Proposals, Types (Short and Long proposals) **Parts of a Proposal:** Elements, Scope and Limitations, Conclusion **Technical Paper Writing:** Parts of a Technical Paper (Abstract, Introduction, Research Methods, Findings and Analysis, Discussion, Limitations, Future	

	Scope and References), Language and Formatting, Referencing in IEEE Format		
2	**EMPLOYMENT SKILLS**	**06**	
	Cover Letter & Resume: Parts and Content of a Cover Letter, Difference between Bio-data, Resume & CV, Essential Parts of a Resume, Types of Resume (Chronological, Functional & Combination) **Statement of Purpose:** Importance of SOP, Tips for Writing an Effective SOP **Verbal Aptitude Test:** Modelled on CAT, GRE, GMAT exams **Group Discussions:** Purpose of a GD, Parameters of Evaluating a GD, Types of GDs (Normal, Case-based & Role Plays), GD Etiquettes **Personal Interviews:** Planning and Preparation, Types of Questions, Types of Interviews (Structured, Stress, Behavioural, Problem Solving & Case-based), Modes of Interviews: Face-to-face (One-to one and Panel) Telephonic, Virtual		
3	**BUSINESS MEETINGS**	**02**	
	Conducting Business Meetings: Types of Meetings, Roles and Responsibilities of Chairperson, Secretary and Members, Meeting Etiquette **Documentation:** Notice, Agenda, Minutes		
4	**TECHNICAL/ BUSINESS PRESENTATIONS**	**02**	
	Effective Presentation Strategies: Defining Purpose, Analyzing Audience, Location and Event, Gathering, Selecting &Arranging Material, structuring a Presentation, Making Effective Slides, Types of Presentations Aids, Closing a Presentation, Platform skills **Group Presentations:** Sharing Responsibility in a Team, Building the contents and visuals together, Transition Phases		
5	**INTERPERSONAL SKILLS**	**08**	
	Interpersonal Skills: Emotional Intelligence, Leadership & Motivation, Conflict Management & Negotiation, Time Management, Assertiveness, Decision Making **Start-up Skills:** Financial Literacy, Risk Assessment, Data Analysis (e.g. Consumer Behaviour, Market Trends, etc.)		
6	**CORPORATE ETHICS**	**02**	
	Intellectual Property Rights: Copyrights, Trademarks, Patents, Industrial Designs, Geographical Indications, Integrated Circuits, Trade Secrets (Undisclosed Information) **Case Studies:** Cases related to Business/ Corporate Ethics		

List of assignments: (In the form of Short Notes, Questionnaire/ MCQ Test, Role Play, Case Study, Quiz, etc.)	
Sr. No.	**Title of Experiment**
1	Cover Letter and Resume
2	Short Proposal
3	Meeting Documentation
4	Writing a Technical Paper/ Analyzing a Published Technical Paper
5	Writing a SOP
6	IPR
7	Interpersonal Skills
Note:	

1	The Main Body of the project/book report should contain minimum 25 pages (excluding Front and Back matter).
2	The group size for the final report presentation should not be less than 5 students or exceed 7 students.
3	There will be an end–semester presentation based on the book report.

Assessment:

Term Work:

1	Term work shall consist of minimum 8 experiments.
2	The distribution of marks for term work shall be as follows: Assignment : 10 Marks Attendance : 5 Marks Presentation slides : 5 Marks Book Report (hard copy) : 5 Marks
3	The final certification and acceptance of term work ensures the satisfactory performance of laboratory work and minimum passing in the term work.

Internal oral: **Oral Examination will be based on a GD & the Project/Book Report presentation.**

	Group Discussion : 10 marks Project Presentation : 10 Marks Group Dynamics : 5 Marks

Books Recommended: Textbooks and Reference books

1	Arms, V. M. (2005). *Humanities for the engineering curriculum: With selected chapters from Olsen/Huckin: Technical writing and professional communication, second edition.* Boston, MA: McGraw-Hill.
2	Bovée, C. L., &Thill, J. V. (2021). *Business communication today.* Upper Saddle River, NJ: Pearson.
3	Butterfield, J. (2017). *Verbal communication: Soft skills for a digital workplace.* Boston, MA: Cengage Learning.
4	Masters, L. A., Wallace, H. R., & Harwood, L. (2011). *Personal development for life and work.* Mason: South-Western Cengage Learning.
5	Robbins, S. P., Judge, T. A., & Campbell, T. T. (2017). *Organizational behaviour.* Harlow, England: Pearson.
6	Meenakshi Raman, Sangeeta Sharma (2004) Technical Communication, Principles and Practice. Oxford University Press
7	Archana Ram (2018) Place Mentor, Tests of Aptitude for Placement Readiness. Oxford University Press
8	Sanjay Kumar &PushpLata (2018). Communication Skills a workbook, New Delhi: Oxford University Press.