Lecture Notes

Professionalism & Corporate Ethics (303193304)

"Professionalism & Corporate Ethics" course (Course Code: 303193304), suitable for various assessment types (short answer, descriptive, application-based).

Section 1: Ethics in Engineering [cite: 10]

1. **Scope of Engineering Ethics** [cite: 10]

    * What is meant by the "scope of engineering ethics"? Discuss three key areas where ethical considerations are crucial in engineering practice.

    * Why is engineering ethics considered essential for career growth? [cite: 2, 14]

    * Explain how the impact of corporate activities on various stakeholders, including the community and the environment, is evaluated within engineering ethics. [cite: 3, 15]

2. **Accepting & Sharing Responsibility** [cite: 10]

    * Differentiate between individual responsibility and collective responsibility in engineering. Provide an example to illustrate both.

    * Discuss a scenario where an engineer might face a dilemma regarding accepting or sharing responsibility for a project's outcome.

    * Why is accountability crucial for a responsible professional?

3. **Responsible Professionals and Ethical Corporations** [cite: 10]

    * What are the core principles of professionalism that an engineer should articulate and practice in a corporate context? [cite: 3, 15]

    * Describe the characteristics of a "responsible engineering professional."

    * How can an engineering corporation foster an ethical culture? Discuss at least three practices or policies an ethical corporation should implement.

    * Explain how the ethical behavior of individual professionals and the ethical culture of corporations are interconnected.

4. **Resolving Ethical Dilemmas (and Case Studies)** [cite: 10]

    * Define an "ethical dilemma" in the context of engineering. How does it differ from a technical problem?

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* Outline the steps involved in a structured approach to resolving ethical dilemmas.

* Describe at least two ethical decision-making models (e.g., Utilitarianism, Deontology, Virtue Ethics) and explain how they can be applied to real-world business scenarios. [cite: 3, 15]

* **Case Study:** An engineering team discovers a design flaw in a product that is already on the market. Fixing the flaw would be very expensive and might damage the company's reputation, but not fixing it could potentially lead to safety issues for a small percentage of users. Analyze this dilemma using the steps of ethical dilemma resolution, identifying stakeholders, conflicting principles, and possible courses of action.

Section 2: Group Discussion [cite: 10]

1. **Communication Core** [cite: 10]

   * Explain the importance of "communication core" in a Group Discussion (GD).

   * What are the key verbal communication skills required for effective participation in a GD? Elaborate on clarity and conciseness.

   * Discuss the role of non-verbal communication (e.g., eye contact, body language) in enhancing a participant's performance in a GD.

2. **Definition, Types, Process, Guidelines** [cite: 10]

   * Define Group Discussion (GD) and state its primary objective in selection processes.

   * List and briefly describe three different types of Group Discussions (e.g., topic-based, case study, abstract).

   * Outline the typical process of a Group Discussion from start to finish.

   * Enumerate five essential guidelines that a participant should follow to contribute effectively and professionally in a GD.

3. **Mock Round** [cite: 10]

   * What is the purpose of conducting a "mock round" in Group Discussion preparation?

   * How does practicing professional etiquette and desired behavior at the workplace through mock rounds help in oral organizational communication? [cite: 5, 17]

Section 3: Introduction to B-School Tests [cite: 10]

1. **GMAT** [cite: 10]

    * Describe the structure of the GMAT exam, mentioning its key sections and what each section primarily assesses.

    * How does the GMAT help in distinguishing between national and international levels of management exams? [cite: 10]

2. **CAT** [cite: 10]

    * Explain the purpose and structure of the CAT exam. What types of questions are typically asked in the Verbal Ability & Reading Comprehension section of CAT? [cite: 10]

    * Compare and contrast the GMAT and CAT exams in terms of their target audience and the skills they aim to evaluate.

Section 4: Listening Skills - Advanced Level [cite: 10]

1. **Demonstrate Ability to Listen & Solve Questions** [cite: 10]

    * You are attending a complex technical lecture of more than two minutes. Describe specific advanced listening strategies you would employ to ensure you fully comprehend the content and can solve questions based on it.

    * Why is active listening crucial for comprehending audio clips in professional settings?

Section 5: Preparing Brochures [cite: 10]

1. **Establish Purpose & Determine Audience** [cite: 10]

    * When preparing a brochure, why is it essential to "establish the purpose of writing" beforehand? Provide an example of a brochure purpose.

    * Discuss the significance of "determining the audience" for a brochure. How does understanding your audience influence the content, design, and language of the brochure?

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Section 6: Agenda & Minutes of Meeting [cite: 10]

1. **Understanding Agenda & Minutes** [cite: 10]

    * Define "Agenda" in the context of a meeting. Explain why an agenda is useful for a productive meeting. Provide three sample items that would typically appear on a meeting agenda.

    * What are "Minutes of Meeting"? Why are minutes considered useful and important for a project team meeting?

Section 7: Reading Comprehension; Intermediate Level [cite: 10]

1. **Skimming & Contextual Clues** [cite: 10]

    * Describe two effective techniques for "skimming for the main idea(s)" in a long passage or report.

    * Explain how students can "make use of contextual clues to infer meaning of unfamiliar words" from a given context. Provide an example sentence where the context helps in understanding an unknown word.

    * How does improving comprehensive skills for reading contribute to personal and professional growth? [cite: 5, 17]

Section 8: Overall Professional & Communication Skills

1. **Professional Etiquette & Behavior** [cite: 5, 17]

    * Discuss the importance of developing professional etiquette and desired behavior at the workplace. Provide three examples of professional etiquette that are crucial for engineers.

2. **Assertiveness in Professional Environment** [cite: 5, 17]

    * Define "assertiveness" in a professional context.

    * Provide a scenario where an engineer might need to be assertive (e.g., dealing with a project delay, disagreeing with a supervisor on a technical decision, handling a difficult

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client). Describe how they would demonstrate assertiveness while maintaining professionalism.

3. **Conflict Resolution** [cite: 3, 15]

   * Why is it important for professionals to develop skills in resolving conflicts ethically and professionally? Provide an example of an ethical conflict in a team setting and suggest a professional way to resolve it.