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**Course Code: ENG138**

**Semester: II**

**BUSINESS COMMUNICATION & VALUE SCIENCE – II**

**Course Objectives:**

This course will help the learner to develop effective writing, reading, presentation and group discussion skills, identify personality traits and evolve as a better team player, understand the key concepts of Morality, Behavior and beliefs, Diversity & Inclusion.

**UNIT - I 10 Periods**

**Communication Basics:** Icebreaker - JAM-Comment on any social issue with your suggestion - Expressing one’s view to Agree or disagree - Group Discussion - Principles of Paragraph Writing - Catherine Morris and Joanie McMahon’s writing techniques - Report writing on the discussion - Common errors - punctuation rules - Collocations

**UNIT - II 10 Periods**

**Reading and Writing:** Preparing a poster or pamphlet with vision, mission, value statement, tagline and a logo - Presentation skills - Writing an article - Reading Strategies- skimming and scanning

**UNIT - III 12 Periods**

**Soft Skills and Spoken Communication:** Art of speaking - Enacting a Skit - Feedback and its use - Use electronic or social media to share concepts and ideas - Six speaking personalities - Belbin's 8 Team Roles& Player styles - Lindgren's Big 5 personality traits

**UNIT - IV 13 Periods**

**Personal and Corporate Values:** Perspectives on Moral Development and Moral Diversity - Different forms of Diversity - Empathy vs Sympathy - Film and Book review - Features of Short Story - Narrative types and techniques - Writing a Review in a blog - Power Point Presentation -Interviewing a delegates and a public - interviewing techniques - Debate - Art of persuasive communication - TCS values and Respect for Individual and Integrity - Updating one’s Resume

**TEXTBOOKS**

There are no prescribed texts - there will be handouts and reference links shared.

**REFERENCES**

1. Dr.A.P.J Abdul Kalam and Arun Tiwari, *Guiding Souls: Dialogues on the Purpose of Life*, 2005.
2. Dr.A.P.J Abdul Kalam and Acharya Mahapragya,*The Family and the Nation,* 2015
3. Dr.A.P.J Abdul Kalam and Y.S.Rajan,*The Scientific India: A Twenty First Century Guide to the World Around Us*, 2011.
4. Dr.A.P.J Abdul Kalam, *Forge Your Future: Candid, Forthright, Inspiring,* 2014
5. Peter H. Diamandis and Steven Kotler, *Abundance: The Future is Better Than You Think,*Free Press Publishers, 2012.
6. Simon Sinek, *Start With Why: How Great Leaders Inspire Everyone to Take Action ,*Penguin Publisher, 2011
7. Sandra Moriarty, Nancy D. Mitchell, William D. Wells, *Advertising & IMC: Principles and Practice,* Pearson Education India*,* 2016

**UNITWISE LEARNING OUTCOMES**

Upon successful completion of each unit, the learner will be able to

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| Unit I | * Acquaint with the basics of spoken and written communication |
| Unit II | * Perform some reading and writing tasks |
| Unit III | * Acquire soft skills and speak in formal and informal situations |
| Unit IV | * Obtain some useful personal and corporate values |

**COURSE LEARNING OUTCOMES**

Upon successful completion of this course, the learner will be able to:

* Use the basic tools of structured spoken and written communication
* Use electronic/social media to share concepts and ideas
* Apply effective techniques to make presentations
* Understand the basic concepts of Morality and Diversity