

<b>Course Title and Code:</b> Communication and Identity; CC1104		
Hours per Week	<b>L-T-P: 2-0-1</b>	
Credits	<b>2</b>	
Students who can take	B.Tech/BCA/BBA/B.Des Semester- IV	
<b>Course Objectives:</b> This course enables students to explore their identities to mark their distinctive presence in professional spaces. It intends to help them gain an understanding of the basic purpose, benefits, and responsibilities of self-presence, and to begin the process of defining their values, strengths, and goals, which helps them enhancing their employability skills through exposing themselves through various activities.		
<b>Course Outcomes:</b> On successful completion of this course, the students should be able to:  CC1104.1 Analyze their personal identities by identifying their personal attributes, values, strengths and vision statement. CC1104.2 Articulate their personal statement and use it to craft an influential pitch. CC1104.3 Express themselves professionally on various social media platforms. CC1104.4 Write a well-structured professional business document.		
<b>Evaluation Scheme</b>		
<b>Sr. No</b>	<b>Specifications</b>	<b>Marks</b>
01	Attendance	Nil
02	Assignment	40
03	Class Participation	30
04	Quiz	Nil
05	Theory Exam-I	Nil
06	Theory Exam-II	Nil
07	Theory Exam-III	30
08	Report-1	Nil
09	Report-2	Nil
10	Report-3	Nil
11	Project -1	Nil
12	Project -2	Nil
13	Project -3	Nil
14	Lab Evaluation I (Continuous)	Nil
15	Lab Evaluation II	Nil

16	Course portfolio	Nil
17	Presentation	Nil
18	Viva	Nil
	<b>Total (100)</b>	<b>100</b>
<b>Evaluation Scheme for Retest</b>		
1	Theory Exam-III	30
	<b>Total</b>	<b>30</b>

### **Course Topics**

<b>Module(s)</b>	<b>Topics to be covered</b>
Identifying Self	Discovering Identities: Words That Describe Me, Your Personal Identity, A Portrait of Yourself, Personal Identity Wheel, Self-Awareness from five aspects that influence our identity - Personal Attributes, Value and Principles, Emotional Awareness, Tendencies and Habit, Needs Assessment.
	Personal Branding: Meaning, Importance and how to create and use it; Identify, Build and Market your brand story.
Persuasive Communication	Personal Brand Statement, Resume, Cover Letter and The Elevator Pitch, Presence in Group Discussion and Personal Interviews
	Online Brand Communications- Creating an online presence for professional branding on social media platforms (LinkedIn, Facebook, Instagram, etc)
	Writing well-structured and effective business documents (Agenda, Minutes of the meetings (MoM) Emails, Executive Summary)

### **Further Reading -**

- Garner, B. A. (2012). HBR Guide to Better Business Writing. United States: Harvard Business Review Press.
- Westfall, C. (2012). The New Elevator Pitch. United States: Marie Street Press.
- Arruda, W., Dixson, K. (2010). Career Distinction: Stand Out by Building Your Brand. Germany: Wiley.

- Hedges, K. (2017). The Power of Presence: Unlock Your Potential to Influence and Engage Others. United States: AMACOM.
- Lacy, K., Deckers, E. (2012). Branding Yourself: How to Use Social Media to Invent Or Reinvent Yourself. United Kingdom: Pearson Education.