GANPAT UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY

Programme	Bachelor of Technology		Branch/Spec.	Computer Science & Business Systems	
Semester	V		Version	1.0.0.0	
Effective from Academic Year	2023-24		Effective for the Batch admitted in		July 2021
Course Code	2CSBS5105	Course Name	Business Communication & Value Science - III		

Teaching Scheme						Examination Scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	40	60	100
Hours	2	-	-	-	2	Practical	-	-	-

Pre-requisites
Basic Knowledge of English (verbal and written) Completion of all units from Semesters 1, 2.

Course Outcomes	
On successful completion of the course, the students will be able to:	
CO1	apply and analyse the basic principles of SWOT & life positions.
CO2	analyze cross cultural communication deeply and apply the concepts of global and glocal and translocational.
CO3	apply the tools of technical writing and identify the best practices to produce technical writing.
CO4	compare the diverse cultures in India and apply the science of nation building.
CO5	understand AI and recognize its impacts in daily life.

Theory Syllabus		
Unit	Content	Hrs.
1	**Introduction:** SWOT and life positions – SWOT Vs. TOWS – activity create your SWOT – motivational stories on Maslow's Theory - Scenario based activity on identifying and leveraging motivation.	05
2	**Pluralism In Cultural Spaces**: Identify pluralism in cultural spaces – activity: learn and exchange greetings - Awareness and respect for pluralism in cultural spaces - Differentiate between the different cultures of India - Group activity: Each group to perform a short dance piece from any of the Indian states - Define and differentiate the terms global, glocal and translocational culture – activity: Debate on Global, glocal, translocational impacts.	06
3	**Cross-Cultural Communication & Gender Awareness:** Cross-cultural communication: its implications and mistakes - Group activity to perform skits based on situations - Gender awareness: the roles and relations of different genders – activity: Gender awareness campaign – Groups to present the detailed plan of Gender awareness campaigns with four different themes: College, Workplace, Family and Friends.	06
4	**Science in Nation Building & Technical Writing:** Role of Science in nation building - the role of scientists and mathematicians from ancient India - activity: Groups will be given five minutes to present on the information about ten eminent scientists and mathematicians of ancient India - Role of science post- independence - Introduction to technical writing - Practice activity on technical writing.	06
5	**Artificial Intelligence:** Artificial Intelligence (AI) importance - AI in Everyday Life– activity: Design your college in the year 2090 - Groups need to create the college of future with the future teachers, teaching methods, types of students, etc – Communicating with machines – activity: Debate - Will machines control us in future? - Applying technical writing in profession: Theory with YouTube and Dr.Bimal Ray's videos - Scenario-based Assessment on technical writing activity.	07

Practical Content
NA

Text Books	
1	The SWOT Analysis: Using Your Strength to Overcome Weaknesses, Using Opportunities to Overcome Threats by Lawrence G. Fine, 2010.

2	Cross-Cultural Communication Theory and Practice by B. Hurn& B. Tomalin, Palgrave Macmillian, 2013.

Reference Books	
1	The Handbook of Communication in Cross-cultural Perspective by Ed. DonalCarbaugh, Routledge, 2016
2	Urban Diversity: Space, Culture, and Inclusive Pluralism in Cities Worldwide, Eds. Caroline by Wanjiku, Blar A. Rubieet. al, John Hopkins University Press, 2010.
3	Artificial Intelligence in Daily Life by S.T. Raymond, 2020.
4	Technical Writing Process: The simple, five-step guide that anyone can use to create technical documents such as user guides, manuals and procedures by Morgan Kieran, Ed. SanjaSpajic, Better on paper publication, 2015.

ICT/MOOCs Reference	
1	Examples of Technical Writing for Students https://freelance-writing.lovetoknow.com/kinds-technical-writing
2	11 Skills of a Good Technical Writer https://clickhelp.com/clickhelp-technical-writing-blog/11-skills-of-a-good-technical-writer/
3	13 benefits and challenges of cultural diversity in the workplace https://www.hult.edu/blog/benefits-challenges-cultural-diversity-workplace/

Mapping of CO with PO and PSO:															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	0	0	0	0	0	1	0	0	1	1	1	3	0	0	1
CO2	0	1	0	0	0	2	1	0	3	1	1	3	0	0	1
CO3	0	1	0	0	0	1	0	1	1	3	1	3	0	0	1
CO4	0	0	0	1	0	2	1	0	3	1	1	3	0	0	1
CO5	1	3	3	3	3	2	2	1	2	0	1	2	3	3	3