

Course Plan



A. Course Handout

Institute/School Name	Chitkara University Institute of Engineering and Technology		
Department Name	Department of Computer Science & Engineering		
Program Name	Bachelor of Engineering (B.E.), Computer Science & Engineering		
Course Name	Open Elective 1- Personality Enhancement & Personal Brand - I	Session	2024-2025
Course Code	23OE005	Semester/Batch	3 rd /2023
L-T-P (Per Week)	2-0-0	Course Credits	2
Course Coordinator	Ms. Gagandeep Kaur		

1. Objectives of the Course

The objectives of this course on “Communication Skills for Engineers” are:

- Creating a communication strategy
- Developing a clear message and organizing persuasive content
- Creating strong visual support and Presenting data effectively, professionally and confidently
- Handling formal presentations, giving pitches, speaking extemporaneously, managing online presentations, and lowering public speaking anxiety
- How to communicate in a global environment across cultures, generations, and genders
- How to use communication to build your personal brand, communicate your values, and your leadership promise
- How to handle high-stakes, emotionally charged, difficult conversations with employees, supervisors and your colleagues
- How to handle crisis communication
- Approaching various engineering genres using the writing process to create quality documents
- Making your writing structured, clear and concise
- Handling style, tone, and voice

2. Course Learning Outcomes

Student should be able to:

	Course Outcome	POs	CL	KC
CLO01	Develop oral communication	PO6, PO8, PO9, PO10, PO12	3	Factual Conceptual Procedural
CLO02	Develop presentation skills and public speaking skills	PO6, PO8, PO9, PO10, PO12	4	Factual Conceptual Procedural
CLO03	Develop the communication skills as leaders	PO6, PO8, PO9, PO10, PO12	3	Factual Conceptual Procedural
CLO04	Create well structures emails, documents and reports	PO6, PO8, PO9, PO10, PO12	3	Factual Conceptual Procedural

Revised Bloom's Taxonomy Terminology

*Cognitive Level =CL

*Knowledge Categories = KC

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Course Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CLO1						H		H	L	H		H
CLO2						H		H	H	H		H
CLO3						H		H	H	H		H
CLO4						M		M	M	M		H

H=High, M=Medium, L=Low

3. ERISE Grid Mapping

Feature Enablement	Level(1-5, 5 being highest)
Entrepreneurship	3
Research	1
Innovation	3
Skills	4
Employability	4

4. Recommended Books:

B01: The Only Skill That Matters by Jonathan A. Levi

B02: Think and Grow Rich by Napoleon Hill

B03: Getting Things Done: The Art of Stress Free Productivity by David Allen

B04: Reinventing You: Define Your Brand, Imagine Your Future by Dorie Clark

B05: Branding Pays: The Five-Step System to Reinvent Your Personal Brand by Karen Kang

B06: You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable by Mike Kim

B07: Building a StoryBrand: Clarify Your Message So Customers Will Listen by Miller Donald

5. Other readings and relevant websites:

S.No.	Link of Journals, Magazines, Websites, and Research Papers
1.	https://www.coursera.org/learn/oral-communication
2.	https://www.coursera.org/learn/interpersonal-communication
3.	https://www.coursera.org/learn/engineering-writing

6. Course Plan:

Lecture Number	Topics	Recommended Books/ Weblinks
	Oral Communication for Engineering Leaders: Course Overview and	B01 &

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1	Objectives	Weblink 1
2-5	Introduction and Communication Strategy: It Is All About Audience and Purpose, Communication Strategy, Who Is Your Audience?, What Do You Want From Your Audience?, What Do You Want Your Audience to Remember?, Choosing Medium	B01 & Weblink 1
6-10	Presentations: What to Say so that Your Audience Listens, How to Develop and Organize Content, Pyramid Building Demonstration, Inductive vs Deduction, Key Presentation Elements, Part 1, Key Presentation Elements, Part 2, Principles of Persuasion, Storytelling Power, Analyze Steve Job's Presentation, Drone Pyramid - Build Your Own Logical Pyramid for a Presentation	B01 & Weblink 1
11-15	Creating Visual Support: A Picture Is Worth a Lot of Words, Supporting Visuals, Part 1, Supporting Visuals, Part 2, Showing Complex Data, More Data Visualization Options, Beyond PPT... Prezi, Infographics, How to Present Data, Examples of Animated Infographics	B01 & Weblink 1
16-20	How to Speak so that Your Audience Listens, Present Like a Professional, Part 1, Present like a Professional, Part 2, How to Coordinate a Team Presentation, Answering Questions, Prep, and Rehearsing, Present Like a Professional, Part 1, Present like a Professional, Part 2, How to Coordinate a Team Presentation, Answering Questions, Prep, and Rehearsing	B02 & Weblink 1
21	Introduction: Interpersonal Communication for Engineering Leaders	B02 & Weblink 2
22-25	What Influences the Way People Communicate?, How Culture Influences Communication Styles, Habits, and Behaviors, Part 1, How Gender Influences Communication Styles, Habits, and Behaviors, How Generations Influence Communication Styles, Habits, and Behaviors	B02 & Weblink 2
26-30	Communicating With Leadership Presence in the Workplace, Building and using your personal brand, Developing leadership presence, Set a Positive and Productive Tone, "Yes, and...", Make Sure Everyone Gets Heard, Ask Insightful Questions, Manage Virtual Meetings, The Brand Called You, Your Body Language Shapes Who You Are, Think About It, Hey, Did You Catch That?: Why They're Talking as Fast as They Can, A Conference Call in Real Life	B02 & Weblink 2
31-37	How to Handle Difficult Conversations, Introduction, What makes difficult conversations difficult?, Preparing for difficult conversations - start with yourself, In the Midst of a Difficult Situation, Practical Tools to Handle Difficult Situations, Listening, Crucial Confrontations, Cricket Buchler, Harvard Business Review Articles, Starling Systems Case Study	B03 & Weblink 2
38-42	What to Say and What Not to Say in a Crisis Situation, What is Crisis?, How to Prepare for a Crisis, Crisis Communication Plan, Online Media and Crisis Communication, How to React in a Crisis, The Key Rule: Communicate Early and Often, Difference in Crisis Communication, How to Answer Media Questions, Key Elements of Crisis Communication, What Makes a Good Communicator? View Good Responses to Crisis, Instructions for Writing Crisis Related Media Statement	B03 & Weblink 2
43	Introduction - Writing Skills for Engineers	B04 & Weblink 3
44-48	Things to Know Before You Begin, Strategy Refresh, The Writing Process, Formatting for Readability, Figures and Tables, Email: Thinking and Planning, Email: Writing Your Message, Email: Finishing and Sending, "What to Use When" Template and Graphics Checklist	B05 & Weblink 3
49-52	Developing Paragraphs and Writing Reports, Topic Sentences and Unity, ABCs of Paragraph Development, Organizing Principles, Cohesion 1 (Echo Words, Transitions), Cohesion 2 (Known To New), Paragraph FAQs, Reports,	B05 & Weblink 3

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	Map a Paragraph, Review of Writing Sample	
53-55	Clarity and Conciseness, Clear Sentence Structure, Using Strong Verbs, Vague to Specific, Voice, Word Choice, Wordiness, Proposals	B06 &Weblink 3
56-59	The Finishing Touches, Writing Introductions and Conclusions, Executive Summary, Writing as a Team, Writing for Electronic Media, FAQs – Sentences, Pronouns, Punctuation, "What You Read Matters More Than You Might Think ...", TED talk	B07 &Weblink 3

7. Action plan for different types of learners

Slow Learners	Average Learners	Fast Learners
(Not required)	(Not required)	(Not required)

8. Evaluation Scheme & Components:

Evaluation Component	Type of Component	No. of Assessments	Weightage of Component	Mode of Assessment
Component 1	Self Learn Mode And Certificate Submission	1	100%	Online

9. Syllabus of the Course:

Subject: Communication Skills for Engineers	
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S.No.	Topic (s)	Weightage %
1	Oral Communication for Engineering Leaders: Course Overview and Objectives, Introduction and Communication Strategy: It Is All About Audience and Purpose, Communication Strategy, Who Is Your Audience?, What Do You Want From Your Audience?, What Do You Want Your Audience to Remember?, Choosing Medium Presentations: What to Say so that Your Audience Listens, How to Develop and Organize Content, Pyramid Building Demonstration, Inductive vs Deduction, Key Presentation Elements, Part 1, Key Presentation Elements, Part 2, Principles of Persuasion, Storytelling Power, Analyze Steve Job's Presentation, Drone Pyramid - Build Your Own Logical Pyramid for a Presentation, Creating Visual Support: A Picture Is Worth a Lot of Words, Supporting Visuals, Part 1, Supporting Visuals, Part 2, Showing Complex Data, More Data Visualization Options, Beyond PPT... Prezi, Infographics, How to Present Data, Examples of Animated Infographics, How to Speak so that Your Audience Listens, Present Like a Professional, Part 1, Present like a Professional, Part 2, How to Coordinate a Team Presentation, Answering Questions, Prep, and Rehearsing, Present Like a Professional, Part 1, Present like a Professional, Part 2, How to Coordinate a Team Presentation, Answering Questions, Prep, and Rehearsing	35%
2	Introduction: Interpersonal Communication for Engineering Leaders, What Influences the Way People Communicate?, How Culture Influences Communication Styles, Habits, and Behaviors, Part 1, How Gender Influences Communication Styles, Habits, and Behaviors, How Generations Influence Communication Styles, Habits, and Behaviors, Communicating With Leadership Presence in the Workplace, Building and using your personal brand, Developing leadership presence, Set a Positive and Productive Tone, "Yes, and...", Make Sure Everyone Gets Heard, Ask Insightful Questions, Manage Virtual Meetings, The	35%

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	Brand Called You, Your Body Language Shapes Who You Are, Think About It, Hey, Did You Catch That?: Why They're Talking as Fast as They Can, A Conference Call in Real Life, How to Handle Difficult Conversations, Introduction, What makes difficult conversations difficult?, Preparing for difficult conversations - start with yourself, In the Midst of a Difficult Situation, Practical Tools to Handle Difficult Situations, Listening, Crucial Confrontations, Cricket Buchler, Harvard Business Review Articles, Starling Systems Case Study, What to Say and What Not to Say in a Crisis Situation, What is Crisis?, How to Prepare for a Crisis, Crisis Communication Plan, Online Media and Crisis Communication, How to React in a Crisis, The Key Rule: Communicate Early and Often, Difference in Crisis Communication, How to Answer Media Questions, Key Elements of Crisis Communication, What Makes a Good Communicator? View Good Responses to Crisis, Instructions for Writing Crisis Related Media Statement	
3	Introduction - Writing Skills for Engineers, Things to Know Before You Begin, Strategy Refresh, The Writing Process, Formatting for Readability, Figures and Tables, Email: Thinking and Planning, Email: Writing Your Message, Email: Finishing and Sending, "What to Use When" Template and Graphics Checklist, Developing Paragraphs and Writing Reports, Topic Sentences and Unity, ABCs of Paragraph Development, Organizing Principles, Cohesion 1 (Echo Words, Transitions), Cohesion 2 (Known To New), Paragraph FAQs, Reports, Map a Paragraph, Review of Writing Sample, Clarity and Conciseness, Clear Sentence Structure, Using Strong Verbs, Vague to Specific, Voice, Word Choice, Wordiness, Proposals, The Finishing Touches, Writing Introductions and Conclusions, Executive Summary, Writing as a Team, Writing for Electronic Media, FAQs – Sentences, Pronouns, Punctuation, "What You Read Matters More Than You Might Think ...", TED talk	30%

This Document is approved by:

Designation	Name	Signature
Course Coordinator	Ms. Gagandeep Kaur	
Head-Academic Delivery	Dr. Mrinal Paliwal	
Dean	Dr. Rishu Chhabra	
Dean Academics	Dr. Monit Kapoor	
Date (DD/MM/YYYY)	26.06.2024	