

Course Code: ENG316
Semester: VI

BUSINESS COMMUNICATION & VALUE SCIENCE - IV

Course Objectives:

This course helps the learner to recognize the best practices of communicative writing, use the best practices of public speaking in real life scenarios, apply emotional intelligence in personal and professional lives, use best practices to manage stress that impacts life and work, and identify the importance of corporate social responsibility (CSR)

UNIT - I

15 Periods

Communicative Writing: Principles of Communicative Writing - Formal and Business letters - Format & Style; Writing proposals - best practices and templates for writing proposals - writing a funding proposal to begin a start-up - charts and graphs in communicative writing - visual representation of information to tell the complete story of beginning the start-up - Business idioms and corporate terms - concept of public speaking - best practices of public speaking - Apply public speaking in real life scenarios - Get, Set, Go - sell your startup ideas (Name of start-up, Who is the target audience/end user? What problem will start-up solve? How to plan to run start up? How much money/budget is needed to begin work?)

UNIT - II

10 Periods

Emotional intelligence: Importance of emotional intelligence in personal and professional lives -importance of EQ in building more productive relationships - Applying emotional intelligence in real life scenarios -Key features of Corporate etiquette.

UNIT - III

12 Periods

Understanding conflicts: Causes and impacts (positive & negative) of conflicts at work place - Basic solutions and guidelines to manage conflicts - causes and impacts of stress - solutions and guidelines to manage stress - concept of locus of control - identify internal and external locus of control - impact of locus of control on individual's behaviour and performance - Role Play to manage conflicts at work with empathy and active listening. Importance of giving and receiving feedback - guidelines to give and receive feedback - importance of time-management for better lifestyle - challenges in time-management

UNIT - IV

8 Periods

Diversity in workplace: Introduction to the concept of Diversity in corporate environments - Corporate social responsibility (CSR) - Stalwarts in CSR and Tata Group CSR - importance of CSR in connecting to personal values and resumes.

TEXTBOOK

There are no prescribed texts- there will be handouts and reference links shared. *SASTRA Deemed to be University B. Tech. in Computer Science and Business Systems*

REFERENCES

1. Goleman, Daniel. 2005. *Emotional Intelligence: Why it Can Matter More Than IQ*. New York: Bantam Press
2. David, Ryback. 1998. *Putting Emotional Intelligence to Work*. London: Routledge.
3. Carnegie, Dale. *How to Develop Self Confidence and Improve Public Speaking - Time-tested Methods of Persuasion*. New Delhi: General Press.
4. Anderson, Chris. 2016. *TED Talks: The official TED guide to public speaking: Tips and tricks for giving unforgettable speeches and presentations*. London: Nicholas Brealey Publishing

WEB REFERENCES

1. <https://www.tata.com/about-us/tata-group-our-heritage>
2. <https://economictimes.indiatimes.com/tata-success-story-is-based-on-humanity-philanthropy-and-ethics/articleshow/41766592.cms>

ONLINE RESOURCES

1. <https://youtu.be/reu8rzD6ZAE>
2. https://youtu.be/Wx9v_J34Fyo
3. <https://youtu.be/F2hc2FLOdhl>
4. <https://youtu.be/wHGqp8lz36c>
5. <https://youtu.be/hxS5He3KVEM>

LEARNING OUTCOMES

Upon successful completion of each unit, the learner will be able to	
Unit I	<input type="checkbox"/> Recognise the best practices of communicative writing
Unit II	<input type="checkbox"/> Apply emotional intelligence in real life scenarios
Unit III	<input type="checkbox"/> Demonstrate best practices to manage stress in both personal life and work
Unit IV	<input type="checkbox"/> Discover the importance of Corporate Social Responsibility (CSR)