

L	T	P	C
3	0	0	3

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

Unit I	<ul style="list-style-type: none">• Acquaint with the basics of spoken and written communication
Unit II	<ul style="list-style-type: none">• Perform some reading and writing tasks
Unit III	<ul style="list-style-type: none">• Acquire soft skills and speak in formal and informal situations
Unit IV	<ul style="list-style-type: none">• 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