

S. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
2	Draft a job application letter with resume using computer.	V	2*
3	Mention the examples of body language use at workplace with suitable pictures and images.	VI	2*
4	Prepare a minutes of meeting and mail it to given email address	VI	2
5	Write the importance and guidelines of presentation skills.	III	2*
6	Draft a detailed Progress Report.	IV	2*
7	Organize a debate on types of communication.	I & III	2
8	Summarize an industry report using techniques of summarizing.	IV	2
9	Draft a complaint letter on given topic.	V	2
10	Design PowerPoint presentation on any technical topic.	III	2*
11	Explain the eight principles of effective communication.	I	2*
12	Explain various non-verbal codes with examples.	II	2
13	Explain the importance of personal appearance stating tips of grooming for a professional.	II	2*
14	Draft a memo on given topic.	V	2
15	Present any Two barriers to communication using case study.	I	2*
16	Present any Two barriers to communication using IEEE format	III	2*
	Present a technical paper using IEEE format		32

Note

i. A suggestive list of practical LOs is given in the above table, more such practical LOs can be added to attain the COs and competency. A judicious mix of minimum 12 or more practical LOs/tutorials need to be performed, out of which, the practicals marked as * are compulsory, so that the student reaches the 'Precision Level' of Dave's 'Psychomotor Domain Taxonomy' as generally required by the industry. The size of batch for the practical should not exceed more than 21 students strictly for the maximum attainment of COs and POs.

ii. Hence, the 'Process' and 'Product' related skills associated with each LO of the laboratory/workshop/field work are to be assessed according to a suggested sample given below:

7. MAJOR EQUIPMENTS / INSTRUMENTS REQUIRED

The major equipment with broad specification mentioned here will usher in uniformity in conduct of experiments, as well as aid to procure equipment by authorities concerned

S. No.	Equipment Name with Broad Specifications	Exp. S.No.
1	LCD Projector	All
2	Smart Board with networking	All
3	Language lab with internet	All
4	Printer	Wherever Applicable

8. UNDERPINNING THEORY COMPONENTS

The following topics/subtopics should be taught and assessed in order to develop UOs in cognitive domain for achieving the COs to attain the identified competency:

		Topics and Sub-topics	
		Unit Outcomes (UOs) (in cognitive domain)	
		Writing Skills	Speaking Skills
Unit – I Introduction on to Business Communication		1a. Describe the importance of the business communication in the given situation. 1b. Identify the missing element in the given communication process. 1c. Identify the type of communication in the given situation. 1d. Identify the type of communication barrier in the given situation and its remedy.	1.1 Introduction to Communication-Elements, Importance, Functions 1.2 Types (meaning and importance) –Verbal (Oral-Written), Formal, Informal, Vertical, Horizontal and Diagonal communication. 1.3 Principles of effective communication. 1.4 Barriers to communication - physical, mechanical, psychological and linguistic.
Unit- II Non- Verbal Communication		2a. Describe the non-verbal communication required in the given situation. 2b. Describe personal appearance required in the given communication situation. 2c. Describe the given facial expressions.	2.1 Use different types of verbal and non-verbal communication for the given situation. 2.2 Body language: Aspects of body language; gestures, eye contact, posture, facial expressions, personal appearance (dressing and grooming) voices, body language - positive and negative body language.
Unit- III Presentation skills		3a. Prepare seminar presentation for the given situation. 3b. Prepare debate points 'for' and 'against' the given topic. 3c. Prepare the points for computer presentation	3.1 Presentation skills- tips for effective presentation. 3.2 Guidelines for developing power point presentation. 3.3 Presenting Technical papers.



Legends: R=Remember, U=Understand, A=Apply and above (Bloom's Revised taxonomy)
Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and assess students with respect to attainment of PrOs and UOs. The actual distribution of marks at different taxonomy levels (of R, U and A) in the question paper may vary from above table.

10. SUGGESTED GUIDELINES FOR ASSESSMENT TOOL TO CONDUCT INTERNAL END SEMESTER EXAM (ESE).

Weightage (20 Marks)	A	B	Weightage (15 Marks)	Total
Assessment based on PrOs, practicals conducted during semester Based on computer and written skill. (Minimum four questions each five marks)	Oral examination based on UOs Topics mentioned in syllabus. (Minimum five questions each two marks to be asked) Eg. I Explain the importance of communication in professional life. Note-submit the printout of mail. (Computer based) Eg. II Write job application with resume. (written)	Eg. I Draft an email to The manager regarding the shortage of raw material at production department. Note-submit the printout of mail. (Computer based) Eg. II Write job application with resume. (written)	(35 Marks) A+B Duration: 2 hours	

SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related *co-curricular* activities which can be undertaken to accelerate the attainment of the various outcomes in this course:

- Collect good articles from newspapers and magazines and read them with correct intonation.
 - Listen to Business news on TV and radio.
 - Watch videos of effective presentations on television and open learning sources for presentation skills and body language.
 - Undertake micro-projects.
- 11. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES (if any)**
 These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:
- Massive open online courses (*MOOCs*) may be used to teach various topics/sub-topics.



- b. 'L' in item No. 4 does not mean only the traditional lecture method, but different types of teaching methods and media that are to be employed to develop the outcomes.
- c. About 15-20% of the topics/sub-topics which is relatively simpler or descriptive in nature is to be given to the students for *self-directed learning* and assess the development of the COs through classroom presentations (see implementation guideline for details).
- d. With respect to item No 10, teachers need to ensure to create opportunities and provisions for *co-curricular activities*.

- Arrange various communication activities using functional grammar.
- Show video/animation films to develop listening skills and enhance vocabulary.
- Use real life situations for explanation.
- Prepare and give oral presentations.
- Guide micro-projects in groups as well as individually.

12. SUGGESTED TITLES OF MICRO-PROJECTS

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. S/he ought to submit it by the end of the semester to develop the industry oriented COs. Each micro-project should encompass two or more COs which are in fact, an integration of CrAs, UOs and ADOs. The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The total duration of the micro-project should not be less than 16 (*sixteen*) *student engagement* hours during the course.

In the first four semesters, the micro-project could be group-based. However, in higher semesters, it should be individually undertaken to build up the skill and confidence in every student to become problem solver so that s/he contributes to the projects of the industry. A suggestive list is given here. Similar micro-projects could be added by the concerned faculty:

- Study the personal appearance and grooming of employees visiting sales store, shopping mall in the vicinity.
- Comparative study of Bio-data, Resume and Curriculum vitae.
- A detailed study of guidelines required for presentation skills.
- Summarize technical content using English newspaper, magazines or online resources.
- Prepare a booklet on aspects of body language in pictorial form.
- A detailed study of the importance, of technical paper of technical paper presentation.
- Case study on the importance of Business communication in an organization.
- Report on various formal/business activities.
- Study of oral presentation of famous business leader.
- Detailed study of business etiquettes observed in organization.
- Summarize the business article with the help of English newspapers/magazines and other sources

13. SUGGESTED LEARNING RESOURCES

S. No.	Title of Book	Author	Publication
1	Effective Communication Skills	M Ashraf Rizvi	Tata McGraw-Hill