

Course Code	Course/Subject Name	Credits
TEITC506	Business Communication & Ethics	2

Pre-requisite

- FEC206 Communication Skills

Objective

1. To inculcate in students professional and ethical attitude, effective communication skills, teamwork, skills, multidisciplinary approach and an ability to understand engineer's social responsibilities.
2. To provide students with an academic environment where they will be aware of the excellence, leadership and lifelong learning needed for a successful professional career.
3. To inculcate professional ethics and codes of professional practice
4. To prepare students for successful careers that meets the global Industrial and Corporate requirement' provide an environment for students to work on Multidisciplinary projects as part of different teams to enhance their team building capabilities like leadership, motivation, teamwork etc.

Outcomes: A learner will be able to

1. communicate effectively in both verbal and written form and demonstrate knowledge of professional and ethical responsibilities
2. Participate and succeed in Campus placements and competitive examinations like GATE, CET.
3. Possess entrepreneurial approach and ability for life-long learning.
4. Have education necessary for understanding the impact of engineering solutions on Society and demonstrate awareness of contemporary issues.

DETAILED SYLLABUS:

Module	Unit No.	Topics	Hrs
1.0	1.0	Report Writing	08
	1.1	Objectives of report writing	
	1.2	Language and Style in a report	
	1.3	Types of reports	
	1.4	Formats of reports: Memo, letter, project and survey based	
2.0	2.0	Technical Proposals	02
	2.1	Objective of technical proposals	
	2.2	Parts of proposal	
3.0	3.0	Introduction to Interpersonal Skills	08
	3.1	Emotional Intelligence	
	3.2	Leadership	

	3.3	Team Building	
	3.4	Assertiveness	
	3.5	Conflict Resolution	
	3.6	Negotiation Skills	
	3.7	Motivation	
	3.8	Time Management	

4.0	4.0	Meetings and Documentation	02
	4.1	Strategies for conducting effective meetings	
	4.2	Notice	
	4.3	Agenda	
	4.4	Minutes of the meeting	
5.0	5.0	Introduction to Corporate Ethics and etiquettes	02
	5.1	Business Meeting etiquettes, Interview etiquettes, Professional and work etiquettes, Social skills	
	5.2	Greetings and Art of Conversation	
	5.3	Dressing and Grooming	
	5.4	Dinning etiquette	
	5.5	Ethical codes of conduct in business and corporate activities (Personal ethics, conflicting values, choosing a moral response, the process of making ethical decisions)	
6.0	6.0	Employment Skills	06
	6.1	Cover letter	
	6.2	Resume	
	6.3	Group Discussion	
	6.4	Presentation Skills	
	6.5	Interview Skills	
		Total	

List of Assignments

1. Report Writing (Synopsis or the first draft of the Report)
2. Technical Proposal (Group activity, document of the proposal)
3. Interpersonal Skills (Group activity and Role play)
4. Interpersonal Skills (Documentation in the form of soft copy or hard copy)
5. Meetings and Documentation (Notice, Agenda, Minutes of Mock Meetings)
6. Corporate ethics and etiquettes (Case study, Role play)
7. Cover Letter and Resume
8. Printout of the PowerPoint presentation

Term Work

Term work shall consist of all assignments from the list.

The distribution of marks for term work shall be as follows:

- Assignments : **20 marks**
- Project Report Presentation: **15 marks**
- Group Discussion: **10 marks**
- Attendance : **05 marks**

The final certification and acceptance of term work ensures the satisfactory performance of work assigned and minimum passing in the term work.

Reference Books:

1. Fred Luthans, “*Organisational Behavior*”, Mc Graw Hill, edition
2. Lesiker and Petit, “*Report Writing for Business*”, Mc Graw Hill, edition
3. Huckin and Olsen, “*Technical Writing and Professional Communication*”, Mc Graw Hill
4. Wallace and Masters, “*Personal Development for Life and Work*”, Thomson Learning, 12th edition
5. Heta Murphy, “*Effective Business Communication*”, Mc Graw Hill, edition
6. R.C Sharma and Krishna Mohan, “*Business Correspondence and Report Writing*”,
7. B N Ghosh, “*Managing Soft Skills for Personality Development*”, Tata McGraw Hill. Lehman, Dufrene, Sinha, “*BCOM*”, Cengage Learning, 2nd edition
8. Bell .Smith, ”Management Communication” Wiley India Edition, 3rd edition. Dr.K.Alex ,”Soft Skills”, S Chand and Company
9. Dr.K.Alex, ”SoftSkills”, S Chand and Company