

HUMN2001	Advance Skillset Development	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Elementary Level English Proficiency				
Co-requisites	--				

Course Objectives

1. To assist students to develop clarity about their own selves through introspection.
2. To generate awareness in the undergraduate students regarding the current industrial trends on knowledge, skill and attitude desired from the fresh pass outs.
3. To develop students' knowledge of communication skills in the structure, elucidation, and delivery of message in diverse cultural and global communities.
4. To promote theoretical understanding and professional/personal practice of effective and ethical human communication between and within a broad range of contexts and communities.

Course Outcomes

On completion of this course, the students will be able to:

1. Identify their existing skills & techniques to market themselves in the desired professional way.
2. Define professional behavior and suggest standards for appearance, actions & attitude in a business environment.
3. Implement problem solving approach effectively and utilize the acquired techniques in their day to day life & business environment.
4. To create and utilize strategic management thus enabling them to make important decisions of business.
5. Make student aware about the current industry trends.

Catalog Description

Executive Communication is a subject designed to bring out the inner strengths of future Managers and Entrepreneurs while assisting them in the process of self-discovery and skill enhancement. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will combine traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, analysis of video scenes and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Reference Books

- *Zero To One* by Peter Thiel & Blake Masters
- *Leaders eat last* by Simon Sinek

- The Innovators :- how a group of Hackers, Geniuses, & Geek Created the Digital Revolution
- How to speak money by John Lanchester

**Modes of Evaluation: Assignment/ Presentation/Debate
Examination Scheme:**

Components	Project/Presentation/Assignment/ etc	MSE	ESE
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Identify their existing skills & techniques to market themselves in the desired professional way.	PO 1, 2, 4, 8,9,12
CO2	Define professional behavior and suggest standards for appearance, actions & attitude in a business environment.	PO 2,3,4,8,7,8
CO3	Implement problem solving approach effectively and utilize the acquired techniques in their day to day life & business environment.	PO 3,4,6,8, 9, 12
CO4	To create and utilize strategic management thus enabling them to make important decisions of business.	PO 4,5,6,7,9,10,11
CO 5	Make student aware about the current industry trends.	PO 1,2,5,6,8,9

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5
PO 1	3	3	3	2	2
PO 2	3	3	3	2	2
PO 3	3	3	3	2	2

PO 4	3	1	1	3	1
PO 5	2	2	1	3	1
PO 6	2	2	2	2	1
PO 7	3	3	1	2	1
PO 8	3	3	3	3	2
PSO 9	3	3	3	1	2
PSO 10	3	3	3	2	2
PSO 11	3	3	3	2	2
PSO 12	1	1	1	3	2

			Students will demonstrate strong conceptual knowledge of management & its functional areas.	Students will demonstrate effective oral and written communication skills in the professional context.	Students will be able to work effectively in teams and demonstrate team-building capabilities.	Students will be able to evaluate the legal, social and economic environments of business.	Students will be able to describe the global environment of business.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.	Students will be able to apply decision-support tools to business decision making.	Students will be able to apply knowledge of business concepts and functions in an integrated manner.	Students will demonstrate conceptual domain knowledge of the logistics sector.	Students will apply decision-support tools to decision making in logistics sector.	Students will apply conceptual knowledge of logistics sector in an integrated manner.	Students will demonstrate employable and deployable skills for appropriate roles in management.
HUM N 2001	Advance skillset Developm ent	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O 7	PO 8	PSO 9	PSO 10	PSO 11	PSO1 2	
		3	3	3	2	2	2	2	3	2	3	3	2	

- 1 – Weakly mapped**
- 2 – Moderately mapped**
- 3 – Strongly mapped**