

<b>HUMN 2002</b>	<b>Executive Communication</b>	L	T	P	C
<b>Version 1.0</b>		1	0	0	1
<b>Pre-requisites/Exposure</b>	Elementary Level English Proficiency				
<b>Co-requisites</b>	Basic level of proficiency of Business Communication				

### Course Objectives

1. To assist students in becoming well-versed, responsible, creative communicators;
2. To develop students' knowledge of communication skills in the structure, elucidation, and delivery of message in diverse cultural and global communities; and
3. 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:

- CO1. Develop functional and chronological resume as per current Industry Trends.
- CO2. Identify their existing skills & techniques to market themselves to meet Industry expectations.
- CO3. Define professional behaviour and suggest standards for appearance, actions & attitude in a business environment.
- CO4. Identify their Key Skills as per Knowledge Skill and Attitude and utilize the acquired techniques in their day-to-day life & business environment.
- CO5. Participate in formal business discussions and provide opinions/solutions effectively.
- CO6. Present oneself professionally while following the corporate/business etiquette.

### 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.

### Course Content

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**Unit I: 5 lecture hours**

**Resume Building:** Rule of Thumb, The 20 Second rule, Format, Objectives, Result/Accomplishment statement, Transferrable Skills, Action Verbs, University Format Discussion, Some useful tips.

**Sketch Yourself:** Introspection Exercise through activity, Individual speech to be video recorded Feedback sharing.

**Unit II: 5 lecture hours**

**Group Discussion:** Different stages of GD, Positive/ Negative task roles in GD, Role of Kinesics, Proxemics and Chronemics Language to be avoided, Dos and don'ts, Mock GD sessions.

**Corporate Expectations:** Telephone Etiquette, Card Exchange, Small Talks

**Unit III: 2 lecture hours**

**Personal Interview:** Ask yourself, The most common interview fears, Building Your Skills Arsenal, Assessing Your Skills,

**Reference Books**

1. Zero To One by Peter Thiel & Blake Masters
2. Leaders eat last by Simon Sinek
3. The Innovators :- how a group of Hackers, Geniuses, & Geek Created the Digital Revolution
4. How to speak money by John Lanchester
5. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
6. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
7. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
8. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	CE I	CE II	Presentation/Assignment
Weightage (%)	30	20	50

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

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Develop functional and chronological resume as per current Industry Trends.	PO 1, 2, 4, 8,9,12
CO2	Identify their existing skills & techniques to market themselves to meet Industry expectations.	PO 2,3,4,8,7,8
CO3	Define professional behaviour and suggest standards for appearance, actions & attitude in a business environment.	PO 3,4,6,8, 9, 12
CO4	Identify their Key Skills as per Knowledge Skill and Attitude and utilize the acquired techniques in their day-to-day life & business environment.	PO 4,5,6,7,9,10,11
CO 5	Participate in formal business discussions and provide opinions/solutions effectively.	PO 1,2,3,7,8,9
CO 6	Present oneself professionally while following the corporate/business etiquette	PO 1,2,3,7,8,9,10

### Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
PO 1	3	3	3	2	1	2
PO 2	3	3	3	2	1	2
PO 3	3	3	3	2	2	2
PO 4	3	1	1	3	2	1
PO 5	2	2	1	3	2	1
PO 6	2	2	2	2	2	1
PO 7	3	3	1	2	2	2
PO 8	3	3	3	3	1	2

<b>PSO 9</b>	3	3	3	1	1	2
<b>PSO 10</b>	3	3	3	2	1	2
<b>PSO 11</b>	3	3	3	2	2	2
<b>PSO 12</b>	1	1	1	3	2	1

			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 2002	Executive Communication	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O 7	PO 8	PS O 9	PS O 10	PS O 11	PSO 12	
		3	3	3	2	2	2	2	3	2	3	3	2	

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