

HUMN 3001	Executive Communication Pro	L	T	P	C
Version 1.0		1	0	0	0
Pre-requisites/Exposure	Intermediate Level English Proficiency				
Co-requisites	Basic level of proficiency of Business Communication				

Course Objectives

1. To hone the employability related communication skills of the students on the foundations built during Executive Communication- II semester.
2. To assist students in becoming well-versed, responsible, creative communicators;
3. To develop students' knowledge of communication skills in the structure, elucidation, and delivery of message in diverse cultural and global communities; and
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:

- CO1. Introspect & develop a planned approach towards his career & life in general.
- CO2. Have clarity on his career exploration process and to match his skills and interests with a chosen career path.
- CO3. Explain the use of functional and chronological resume.
- CO4. Develop thinking ability and polish his expression in group discussions.
- CO5. Be prepared for the personal interview through mock interviews while being aware of the various kinds of interviews.

Catalog Description

The objective of this course is to make students confident in presenting themselves and be industry ready. Preparation and managing their Personal Dossier along with Resume building activities help them to be more Industry ready. Training on Employability related communication to enhance the students' performance during their group discussions and Personal Interviews. 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

Unit I:

4 lecture hours

Internship 101, Students will make a short presentation based on the Internship report, Personal Dossier write up based on the Mind-mapping, Professional Dossier Write-up (Domain related write-up)

Unit II: 4 lecture hours

Universal Rule of Hiring, the 11 Key Skills to Success, Job Related Correspondence: Covering Letter, Solicited-Unsolicited, Resume/CV, Difference of Resume and CV

Unit III: 4 lecture hours

Group Discussion, Methodology of GD, Guidelines for an effective GD, Role Functions involved in GD, Kinesics proxemics and Chronemics in GD's, GD based on the current affairs.

Interviewing Skills & Mock Interviews, Concept, Purpose of Interview, Types of Interviews, Types of Interview Questions, Presenting with Positivity, General Preparation for Interview Process

Text Books

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

Reference Books

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
4. 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/ etc	CE III
Weightage (%)	10	10	20	60

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

Mapping between COs and POs	
Course Outcomes (COs)	Mapped Programme Outcomes

CO1	Introspect & develop a planned approach towards his career & life in general.	PO 1, 2, 4, 8,9,12
CO2	Have clarity on his career exploration process and to match his skills and interests with a chosen career path.	PO 2,3,4,8,7,8
CO3	Explain the use of functional and chronological resume.	PO 3,4,6,8, 9, 12
CO4	Develop thinking ability and polish his expression in group discussions.	PO 4,5,6,7,9,10,11
CO 5	Be prepared for the personal interview through mock interviews while being aware of the various kinds of interviews.	PO 1,2,4,5,8,9,10

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	1
PO 4	3	1	1	3	1
PO 5	2	2	1	3	1
PO 6	2	2	2	2	2
PO 7	3	3	1	2	2
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	1
PSO 12	1	1	1	3	1

HUM N 3001	Executive Communication Pro	PO 1	Students will demonstrate strong conceptual knowledge of management & its functional areas.
		PO 2	Students will demonstrate effective oral and written communication skills in the professional context.
		PO 3	Students will be able to work effectively in teams and demonstrate team-building capabilities.
		PO 4	Students will be able to evaluate the legal, social and economic environments of business.
		PO 5	Students will be able to describe the global environment of business.
		PO 6	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.
		PO 7	Students will be able to apply decision-support tools to business decision making.
		PO 8	Students will be able to apply knowledge of business concepts and functions in an integrated manner.
		PS 9	Students will demonstrate conceptual domain knowledge of the logistics sector.
		PS 10	Students will apply decision-support tools to decision making in logistics sector.
		PS 11	Students will apply conceptual knowledge of logistics sector in an integrated manner.
		PSO 12	Students will demonstrate employable and deployable skills for appropriate roles in management.

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