

HUMN7001	Executive Communication	L	T	P	C
Version 1.0		1	0	0	1
Pre-requisites/Exposure	Elementary Level English Proficiency				
Co-requisites	--				

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

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)	POs
CO 1	Analyse issues in Multimodal transport in India and take a strategic view of similar transport globally, impacting Indian business	PO 1,2, 3,4,7,8,9,10, 11,13, 14
CO 2	Apply analytical techniques to arrive at cost effective solutions to Indian transport needs in the existing legal framework	PO 1,2, 3, 7,8,9,10, 11,14
CO 3	Decide optimal modal options	PO 1,2, 3, 8,9,10, 11, 13,14
CO 4	Manage International Logistics & Supply Chain partners and service providers	PO 4,5, 8,12,13, 14

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO5
PO 1	3	3	3	2	3
PO 2	3	3	3	2	3
PO 3	3	3	3	2	3
PO 4	3	1	1	3	3
PO 5	2	2	1	3	1
PO 6	2	2	2	2	1
PO 7	3	3	1	2	2
PO 8	3	3	3	3	3
PSO 9	3	3	3	1	1
PSO 10	3	3	3	2	1
PSO 11	3	3	3	2	2
PSO 12	1	1	1	3	2
PSO 13	3	1	3	3	3
PSO 14	3	3	3	3	3

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 9	PSO 10	PSO 11	PS12	PSO 13	PSO 14
LSCM 8004	Multimodal Transportation	3	3	3	2	2	2	3	3	2	2	3	2	3	3
		Students will be able to develop and evaluate alternate managerial decisions and identify optimal solutions	Students will demonstrate effective application capabilities of their conceptual understanding to the real world business situations	Students will be able to exhibit effective decision making skills, employing analytical and critical thinking ability	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 exhibit leadership and networking skills while handling business situations	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business	Students will demonstrate employability traits in line with the changing dynamics of the industry	Students will demonstrate strong conceptual knowledge in the functional area of management as well as LSCM domain	Students will demonstrate effective understanding of relevant functional areas of management and their application in LSCM	Students will demonstrate analytical skills in identification and resolution of business problems pertaining to LSCM & general management	Students will exhibit the ability to integrate functional areas of management with domain perspective for the purpose of planning, implementation & control of LSCM	Students will have global perspective towards business situations in the area of LSCM	Students will exhibit deployable skills pertinent to the LSCM sector

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

Master's-Level Programs

In master's-level programs, knowledge of the key content areas and functional disciplines of business is assumed. Graduates of master's-level programs should acquire a depth of knowledge in these areas that exceeds that of the typical bachelor's degree graduate.

Graduates of master's-level programs in business should be able to:

1. Recognize problems
2. Integrate theory and practice for the purpose of strategic analysis
3. Employ and apply quantitative techniques and methods in the analysis of real-world business situations
4. Communicate to relevant audiences; graduates should be able to:
 - a. Compose clear, consistent, and effective written forms of communication
 - b. Compose and present effective oral business presentations
5. Work effectively with a team of colleagues on diverse projects
6. Identify and analyze the ethical obligations and responsibilities of business