

ENG 1001	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	IA I	IA II	Presentation/Assignment/ Etc.
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.	PO4

C02	Identify their existing skills & techniques to market themselves to meet Industry expectations.	P02
C03	Define professional behaviour and suggest standards for appearance, actions & attitude in a business environment.	P07
C04	Identify their Key Skills as per Knowledge Skill and Attitude and utilize the acquired techniques in their day-to-day life & business environment.	P06
C05	Participate in formal business discussions and provide opinions/solutions effectively.	P02
C06	Present oneself professionally while following the corporate/business etiquette.	P07

		Students will be able to develop and evaluate alternate managerial choices and identify optimal solutions	Students will be able to exhibit effective decision-making skills, employing analytical and critical thinking ability for planning, development and management of soft and hard infrastructure	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-working capabilities	Students will exhibit leadership and networking skills	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the context of urban planning, development and management including cost effective	Students will demonstrate employability traits in line with the needs of changing hard and soft urban infrastructure sector
Course Code	Course Title	P01	P02	P03	P04	PO 5	P06	P07
HUMN7001	Executive Communication	1		3	3	3		2

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