

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned				
		Theory	Pract.	Tut.	Theory	Tut.	Pract.	Total	
FEC206	Professional Communication and Ethics- I	2	--	--	2	--	--	2	
Course Code	Course Name	Examination Scheme							
		Theory					Term Work	Pract. /oral	Total
		Internal Assessment			End Sem. Exam.	Exam. Duration (in Hrs)			
		Test1	Test 2	Avg.					
FEC206	Professional Communication and Ethics- I	10	10	10	40	2	--	--	50

Objectives

1. To demonstrate the fundamental concepts of interpersonal and professional communication.
2. To encourage active listening with focus on content, purpose, ideas and tone.
3. To facilitate fluent speaking skills in social, academic and professional situations.
4. To train in reading strategies for comprehending academic and business correspondence.
5. To promote effective writing skills in business, technology and academic arenas.
6. To inculcate confident personality traits along with grooming and social etiquettes.

Outcomes: Learners will be able to understand how to...

1. Eliminate barriers and use verbal/non-verbal cues at social and workplace situations.
2. Employ listening strategies to comprehend wide-ranging vocabulary, grammatical structures, tone and pronunciation.
3. Prepare effectively for speaking at social, academic and business situations.
4. Use reading strategies for faster comprehension, summarization and evaluation of texts.
5. Acquire effective writing skills for drafting academic, business and technical documents.
6. Successfully interact in all kinds of settings, displaying refined grooming and social skills.

Module	Detailed Contents	Hrs.
1	FUNDAMENTALS OF COMMUNICATION	12
	1.1. Introduction to Theory of Communication	
	<ul style="list-style-type: none"> • Definition • Objectives • Postulates/Hallmarks • The Process of Communication • Organizational Communication <ul style="list-style-type: none"> ○ Formal (Upward, Downward and Horizontal) ○ Informal (Grapevine) 	
	1.2. Methods of Communication <ul style="list-style-type: none"> • Verbal (Written & Spoken) • Non-verbal <ul style="list-style-type: none"> ○ Non-verbal cues perceived through the five senses: (Visual, Auditory, Tactile, Olfactory and Gustatory cues) ○ Non-verbal cues transmitted through the use of: (The Body, Voice, Space, Time and Silence) 	
	1.3. Barriers to Communication <ul style="list-style-type: none"> • Mechanical/External 	

	<ul style="list-style-type: none"> • Physical/Internal • Semantic & Linguistic • Psychological • Socio-Cultural <p>1.4. Communication at the Workplace</p> <ul style="list-style-type: none"> • Corporate Communication - Case Studies • Listening Tasks with Recordings and Activity Sheets • Short Speeches as Monologues <ul style="list-style-type: none"> ○ Informative Speeches that Center on People, Events, Processes, Places, or Things ○ Persuasive Speeches to Persuade, Motivate or Take Action ○ Special Occasion Speeches for Ceremonial, Commemorative, or Epideictic purposes • Pair-work Conversational Activities (Dialogues) • Short Group Presentations on Business Plans 	
2	<p>VERBAL APTITUDE FOR EMPLOYMENT</p> <p>2.1. Vocabulary Building</p> <ul style="list-style-type: none"> • Root words (Etymology) • Meaning of Words in Context • Synonyms & Antonyms • Collocations • Word Form Charts • Prefixes & Suffixes • Standard Abbreviations <p>2.2. Grammar</p> <ul style="list-style-type: none"> • Identifying Common Errors <ul style="list-style-type: none"> ○ Subject - Verb Agreement ○ Misplaced Modifiers ○ Articles ○ Prepositions • Tautologies • Pleonasms (Redundancies) • Idioms • Cliches 	02
3	<p>DEVELOPING READING AND WRITING SKILLS</p> <p>3.1. Reading Comprehension</p> <ul style="list-style-type: none"> • Long Passages • Short Passages • MCQs on Inferential Questions with 4 Options <p>3.2. Summarization of reading passages, reports, chapters, books</p> <ul style="list-style-type: none"> • Graphic Organizers for Summaries <ul style="list-style-type: none"> ○ Radial Diagrams like Mind Maps ○ Flow Charts ○ Tree Diagrams ○ Cyclic Diagrams ○ Linear Diagrams like Timelines ○ Pyramids ○ Venn Diagrams • Point-form Summaries • One-sentence Summaries of Central Idea <p>3.3. Paraphrasing</p> <ul style="list-style-type: none"> • Understanding Copyrights • Running a Plagiarism Check on Paraphrased Passages • Generating Plagiarism Reports 	02



	<ul style="list-style-type: none"> • Basic APA and MLA Referencing Style and Format 	
4	<p>BUSINESS CORRESPONDENCE</p> <p>4.1. Seven Cs of Business Correspondence</p> <ul style="list-style-type: none"> • Completeness • Conciseness • Consideration • Concreteness • Clarity • Courtesy • Correctness <p>4.2. Parts of a Formal Letter and Formats</p> <ul style="list-style-type: none"> • Parts/Elements of a Formal Letter <ul style="list-style-type: none"> ○ Letterheads and/or Sender's Address ○ Dateline ○ Inside Address ○ Reference Line (Optional) ○ Attention Line (Optional) ○ Salutation ○ Subject Line ○ Body ○ Complimentary Close ○ Signature Block ○ Enclosures/Attachments • Complete/Full Block Format <p>4.3. Emails</p> <ul style="list-style-type: none"> • Format of Emails • Features of Effective Emails • Language and style of Emails <p>4.4. Types of Letters in Both Formal Letter Format and Emails</p> <ul style="list-style-type: none"> • Claim & Adjustment Letters • Request/Permission Letters • Sales Letters 	06
5	<p>BASIC TECHNICAL WRITING</p> <p>5.1. Introduction</p> <ul style="list-style-type: none"> • What is Technical Writing? • Importance and Principles of Technical Writing • Difference between Technical Writing & Literary Writing • Framing Definitions • Difference between Technical Description & Instructions <p>5.2. Description of a Technical Object</p> <ul style="list-style-type: none"> • Definition • Diagram • Discussion of Parts/Characteristics <p>Working</p> <p>5.3. Writing User Instructions</p> <ul style="list-style-type: none"> • User Instructions • Special Notices (Note, Warning, Caution and Danger) • Styles of Presentation <ul style="list-style-type: none"> ○ Impersonal ○ Indirect ○ Direct • Imperative <p>5.4. Description of a Technical / Scientific Process</p>	02



	<ul style="list-style-type: none"> • Definition • Diagram • Tools/ Apparatus/Software/ Hardware Used • Working • Result 	
6	PERSONALITY DEVELOPMENT AND SOCIAL ETIQUETTES 6.1. Personality Development <ul style="list-style-type: none"> • Introducing Self and/or a Classmate • Formal Dress Code 6.2. Social Etiquettes <ul style="list-style-type: none"> • Formal Dining Etiquettes • Cubicle Etiquettes • Responsibility in Using Social Media • Showing Empathy and Respect • Learning Accountability and Accepting Criticism • Demonstrating Flexibility and Cooperation • Selecting Effective Communication Channels 	02

Assessment:

Internal Assessment Test:

Assessment consists of two class tests of 10 marks each.

TEST I -Public speech on general topics (Maximum 5 mins. per student)

TEST II - Written test covering modules 1 - 6

The second test should be based on theory and application exercises as mentioned in the syllabus. (Note: Summarization should be a compulsory question in Test II and not in the End Semester Theory Examination.)

End Semester Theory Examination:

1. Question paper will comprise of total 06 questions, each carrying 15marks.
2. Total 04 questions need to be solved.
3. Question No: 01 will be compulsory and based on entire syllabus wherein sub-questions of 2 to 5 marks will be asked.
4. Remaining questions will be mixed in nature.(e.g. Suppose Q.2 has part (a) from module3 then part (b) will be from any module other than module 3)
5. In question paper weightage of each module will be proportional to number of respective lecture hours as mentioned in the syllabus
6. The first module (Fundamentals of Communication) will carry 40 % weightage.

Text Books.

1. Sanjay Kumar & Pushp Lata (2018). Communication Skills with CD. New Delhi: Oxford University Press.
2. Hemphill, P.D., McCormick, D. W., & Hemphill, R. D. (2001). Business Communication with writing improvement exercises. Upper Saddle River, NJ: Prentice Hall.
3. Locker, Kitty O. Kaczmarek, Stephen Kyo. (2019). Business Communication: Building Critical Skills. Place of publication not identified: Mcgraw-hill.
4. Murphy, H. (1999). Effective Business Communication. Place of publication not identified: Mcgraw-Hill.
5. Raman, M., & Sharma, S. (2016). Technical Communication: Principles and practice. New Delhi: Oxford University Press.



Course Code	Course Name	Credit
CSL504	Professional Communication & Ethics II	02

Course Rationale: This curriculum is designed to build up a professional and ethical approach, effective oral and written communication with enhanced soft skills. Through practical sessions, it augments student's interactive competence and confidence to respond appropriately and creatively to the implied challenges of the global Industrial and Corporate requirements. It further inculcates the social responsibility of engineers as technical citizens.

Course Objectives

1	To discern and develop an effective style of writing important technical/business documents.
2	To investigate possible resources and plan a successful job campaign.
3	To understand the dynamics of professional communication in the form of group discussions, meetings, etc. required for career enhancement.
4	To develop creative and impactful presentation skills.
5	To analyze personal traits, interests, values, aptitudes and skills.
6	To understand the importance of integrity and develop a personal code of ethics.

Course Outcomes: At the end of the course, the student will be able to

1	Plan and prepare effective business/ technical documents which will in turn provide solid foundation for their future managerial roles.
2	Strategize their personal and professional skills to build a professional image and meet the demands of the industry.
3	Emergence successful in group discussions, meetings and result-oriented agreeable solutions in group communication situations.
4	Deliver persuasive and professional presentations.
5	Develop creative thinking and interpersonal skills required for effective professional communication.
6	Apply codes of ethical conduct, personal integrity and norms of organizational behaviour.

Module	Contents	Hours
1	ADVANCED TECHNICAL WRITING: PROJECT/PROBLEM BASED LEARNING (PBL)	06
	<p>Purpose and Classification of Reports: Classification on the basis of: Subject Matter (Technology, Accounting, Finance, Marketing, etc.), Time Interval (Periodic, One-time, Special), Function (Informational, Analytical, etc.), Physical Factors (Memorandum, Letter, Short & Long)</p> <p>Parts of a Long Formal Report: Prefatory Parts (Front Matter), Report Proper (Main Body), Appended Parts (Back Matter)</p> <p>Language and Style of Reports: Tense, Person & Voice of Reports, Numbering Style of Chapters, Sections, Figures, Tables and Equations, Referencing Styles in APA & MLA Format, Proofreading through Plagiarism Checkers</p> <p>Definition, Purpose & Types of Proposals: Solicited (in conformance with RFP) & Unsolicited Proposals, Types (Short and Long proposals)</p> <p>Parts of a Proposal: Elements, Scope and Limitations, Conclusion</p> <p>Technical Paper Writing: Parts of a Technical Paper (Abstract, Introduction, Research Methods, Findings and Analysis, Discussion, Limitations, Future Scope and References), Language and Formatting, Referencing in IEEE Format</p>	

2	EMPLOYMENT SKILLS	06
	<p>Cover Letter & Resume: Parts and Content of a Cover Letter, Difference between Bio-data, Resume & CV, Essential Parts of a Resume, Types of Resume (Chronological, Functional & Combination)</p> <p>Statement of Purpose: Importance of SOP, Tips for Writing an Effective SOP</p> <p>Verbal Aptitude Test: Modelled on CAT, GRE, GMAT exams</p> <p>Group Discussions: Purpose of a GD, Parameters of Evaluating a GD, Types of GDs (Normal, Case-based & Role Plays), GD Etiquettes</p> <p>Personal Interviews: Planning and Preparation, Types of Questions, Types of Interviews (Structured, Stress, Behavioural, Problem Solving & Case-based), Modes of Interviews: Face-to-face (One-to one and Panel) Telephonic, Virtual</p>	
3	BUSINESS MEETINGS	02
	<p>Conducting Business Meetings: Types of Meetings, Roles and Responsibilities of Chairperson, Secretary and Members, Meeting Etiquette</p> <p>Documentation: Notice, Agenda, Minutes</p>	
4	TECHNICAL/ BUSINESS PRESENTATIONS	02
	<p>Effective Presentation Strategies: Defining Purpose, Analyzing Audience, Location and Event, Gathering, Selecting & Arranging Material, structuring a Presentation, Making Effective Slides, Types of Presentations Aids, Closing a Presentation, Platform skills</p> <p>Group Presentations: Sharing Responsibility in a Team, Building the contents and visuals together, Transition Phases</p>	
5	INTERPERSONAL SKILLS	08
	<p>Interpersonal Skills: Emotional Intelligence, Leadership & Motivation, Conflict Management & Negotiation, Time Management, Assertiveness, Decision Making</p> <p>Start-up Skills: Financial Literacy, Risk Assessment, Data Analysis (e.g. Consumer Behaviour, Market Trends, etc.)</p>	
6	CORPORATE ETHICS	02
	<p>Intellectual Property Rights: Copyrights, Trademarks, Patents, Industrial Designs, Geographical Indications, Integrated Circuits, Trade Secrets (Undisclosed Information)</p> <p>Case Studies: Cases related to Business/ Corporate Ethics</p>	

List of assignments: (In the form of Short Notes, Questionnaire/ MCQ Test, Role Play, Case Study, Quiz, etc.)

Sr. No.	Title of Experiment
1	Cover Letter and Resume
2	Short Proposal
3	Meeting Documentation
4	Writing a Technical Paper/ Analyzing a Published Technical Paper
5	Writing a SOP
6	IPR
7	Interpersonal Skills

Note:

- | | |
|---|---|
| 1 | The Main Body of the project/book report should contain minimum 25 pages (excluding Front and Back matter). |
|---|---|



06	Employment Skills	07
6.1	Group Discussion	
6.2	Resume Writing	
6.3	Interview Skills	
6.4	Presentation Skills	
6.5	Statement of Purpose	
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Assessment:

List of Assignments

1. Report Writing(Theory)
2. Technical Proposal
3. Technical Paper Writing(Paraphrasing a published IEEE Technical Paper)
4. Interpersonal Skills(Group activities and Role plays)
5. Interpersonal Skills(Documentation in the form of soft copy or hard copy)
6. Meetings and Documentation(Notice, Agenda, Minutes of Mock Meetings)
7. Corporate ethics(Case studies, Role plays)
8. Writing Resume and Statement of Purpose

Term Work

Term work shall consist of all assignments from the list. The distribution of marks for term work shall be as follows:

Book Report	10 marks
Assignments:	10 marks
Project Report Presentation:	15 marks
Group Discussion:	10 marks
Attendance:	05 marks

References:

1. Fred Luthans, "Organizational Behavior", Mc GrawHill,
2. Lesiker and Petit, "Report Writing for Business ",McGrawHill
3. R. Subramaniam, "Professional Ethics" Oxford University Press
4. Huckin and Olsen, "Technical Writing and Professional Communication ",McGraw
5. Raman and Sharma, Fundamentals of Technical Communication, Oxford University Press
6. Hill Wallace and Masters, "Personal Development for Life and Work", Thomson Learning.
7. Heta Murphy, "Effective Business Communication ",McGraw Hill, edition
8. R.C Sharma and Krishna Mohan, "Business Correspondence and Report Writing",
9. Raman Sharma, "Communication Skills", Oxford University Press
10. B N Ghosh, "Managing Soft Skills for Personality Development ",Tata McGraw Hill
11. Dufrene, Sinha, "BCOM", Cengage Learning, 2nd edition
12. Bell. Smith, "Management Communication" Wiley India Edition, 3rd edition.
13. Dr. K. Alex, "Soft Skills", S Chand and Company
14. Robbins Stephens P., "Organizational Behavior", Pearson Education
15. <https://grad.ucla.edu/asis/agep/advspstem.pdf>



Course Code	Course Name	Credits
CSL505	Business Communication & Ethics	02

Course Objectives:

1. To inculcate professional and ethical attitude at the work place
2. To enhance effective communication and interpersonal skills
3. To build multidisciplinary approach towards all life tasks
4. To hone analytical and logical skills for problem-solving.

Course Outcomes: Learner will be able to...

1. Design a technical document using precise language, suitable vocabulary and apt style.
2. Develop the life skills/interpersonal skills to progress professionally by building stronger relationships.
3. Demonstrate awareness of contemporary issues knowledge of professional and ethical responsibilities.
4. Apply the traits of a suitable candidate for a job/higher education, upon being trained in the techniques of holding a group discussion, facing interviews and writing resume/SOP.
5. Deliver formal presentations effectively implementing the verbal and non-verbal skills

Module	Detailed Contents	Hrs.
01	Report Writing	05
1.1	Objectives of Report Writing	
1.2	Language and Style in a report	
1.3	Types: Informative and Interpretative (Analytical, Survey and Feasibility) and Formats of reports(Memo, Letter, Short and Long Report)	
02	Technical Writing	03
2.1	Technical Paper Writing(IEEE Format)	
2.2	Proposal Writing	
03	Introduction to Interpersonal Skills	09
3.1	Emotional Intelligence	
3.2	Leadership and Motivation	
3.3	Team Building	
3.4	Assertiveness	
3.5	Conflict Resolution and Negotiation Skills	
3.6	Time Management	
3.7	Decision Making	
04	Meetings and Documentation	02
4.1	Strategies for conducting effective meetings	
4.2	Notice, Agenda and Minutes of a meeting	
4.3	Business meeting etiquettes	
05	Introduction to Corporate Ethics	02
5.1	Professional and work ethics (responsible use of social media Facebook, WA, Twitter etc.)	
5.2	Introduction to Intellectual Property Rights	
5.4	Ethical codes of conduct in business and corporate activities (Personal ethics, conflicting values, choosing a moral response and making ethical decisions)	



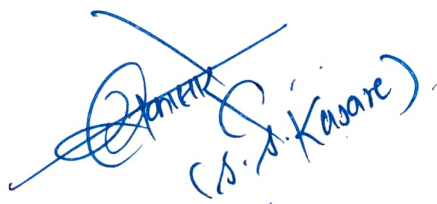
Business Communication and Ethicats - Lab Assignment


A.Y. – 2020-21

Department of Computer Engineering

Assignment – 1	As per the video lecture write a report on the current pandemic situation going on in your city / village.
Assignment – 2	Write a proposal on any topic which you are comfortable. Implement all the key points mentioned in the video lecture.
Assignment – 3	<p>On the basis of the videos uploaded in classroom, create you're: Curriculum Vitae Resume Jot down the differences between CV and Resume. Explain the scenario, when to use CV and when to use Resume.</p> <p>(Note: This assignment will consist of three files of every student. 1: Curriculum Vitae 2: Resume 3: Jot down the differences between CV and Resume Explain the scenario, when to use CV and when to use Resume.)</p>
Assignment – 4	Watch the videos on Group Discussion and prepare a report on it. and upload it on google classroom.
Assignment – 5	<p>Write a formal report on the families affected due to disaster of flood in Mahad, Poladpur – Raigad</p> <p>(Note: 1. Don't copy from anyone. 2. Try to project the ideas from the video which you have seen in this classroom. 3. Last Date for submitting this assignment is - 29th August 2021 (Sunday) 4. The more you delay your assignment submission the more you will lose marks. So try to finish this assignment in a given time.)</p>
Assignment – 6	Read a news article and narrate in your own words (Minimum – 10 min).




(S. S. Kasare)
Subject incharge


H.O.D.