COURSE DELIVERY PLAN

(This document is to be presented to the students during the first week of commencement of classes by the course instructor)

Course Title:	Course Code: 434S1A
Course Category: Soft skills	Semester: I
Total Duration (Hrs): 30	Credits: 2
Subject Expertise: Prof. Preethi B Iyer Prof. Ramani Karthikeyan DR. Mohamed Sabura	

Program Specific Outcomes:

PSO1 – Placement: To develop students with industry specific knowledge & skills added with right attitude towards becoming a successful professional in corporate world and in Public sector units**.**

PSO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PSO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PSO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PSO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcomes:

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing& solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

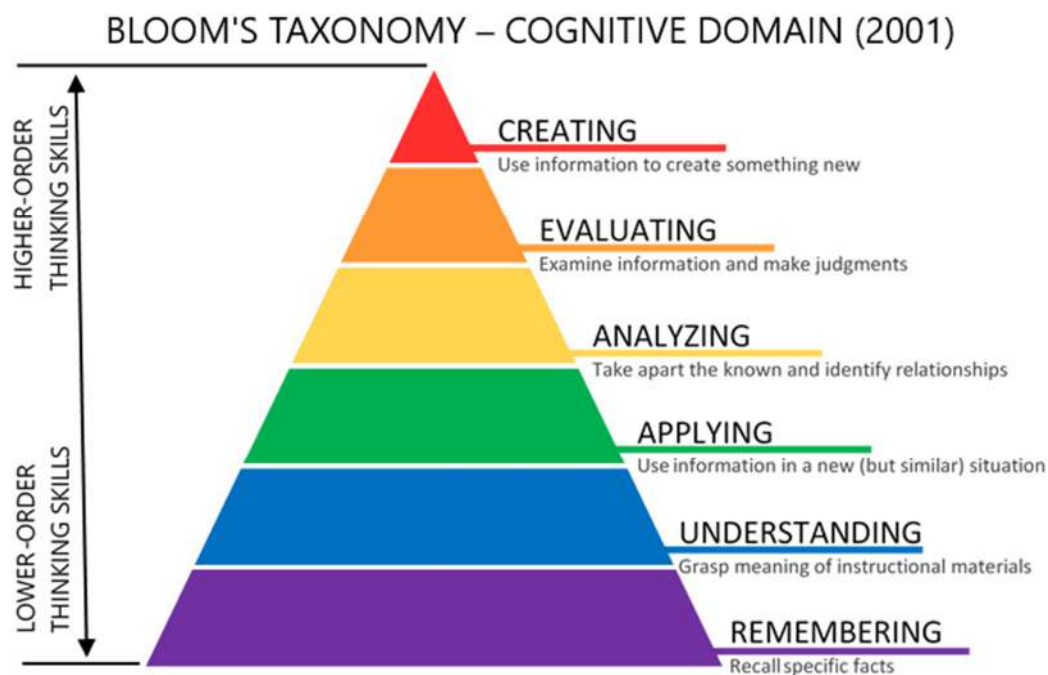**PO3: Ethical Value:** Ability to develop value-based leadership attributes.

PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

BLOOM'S TAXONOMY – COGNITIVE DOMAIN (2001)

HIGHER-ORDER THINKING SKILLS

CREATING
Use information to create something new

EVALUATING
Examine information and make judgments

ANALYZING
Take apart the known and identify relationships

APPLYING
Use information in a new (but similar) situation

UNDERSTANDING
Grasp meaning of instructional materials

REMEMBERING
Recall specific facts

LOWER-ORDER THINKING SKILLS

The Bloom's Taxonomy is to be followed in curriculum development, courseware development, planning and delivery of contents, Assessment, Mapping, Data Analysis and CQI (Continuous Quality Improvement)

Course Objectives	
C1	To acquire communication awareness they are going to get for the industry.
C2	To make the customer realize that you can provide them with information and other essential things
C3	To explore the skill of writing business proposals
C4	To develop a plan for the meetings and interviews
C5	To analyze the skills required for non-verbal communication

MAPPING OF COs TO POs		
Course Outcomes		**Program Outcomes**
CO1	Understanding of theories and concepts, types and various modes of communication in organizations	PO4, PO6
CO2	Development of skills on developing Business Correspondence	PO4, PO6
CO3	Development of skills on preparing Business Reports and Proposals	PO4, PO6
CO4	To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.	PO4, PO6
CO5	To demonstrate his/her verbal and non-verbal communication ability through presentations.	PO4, PO6

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1				S		S		
CO2				S		S		
CO3				S		S		
CO4				S		S		
CO5				S		S		

S-Strong   M-Medium   L-Low

Reading List	
1.	https://www.skillsyouneed.com/ips/communication-skills.html
2.	https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-communication-skills-infants-and-toddlers
3.	http://skillopedia.com
4.	https://www.habitsforwellbeing.com/9-effective-communication-skills

References Books	
1.	Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed., 2008.
2.	Chaturvedi, Business Communication, Person, 2 edition, 2011
3.	Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed.,

	Pearson Education, New Delhi, 2011.
4.	American Management Association, The AMA Handbook of Business Writing: The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting, 2010.
5.	Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product, Person Education, New Delhi, 2008

Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test – Assignments, Seminars, Attendance and Class Participation	25 Marks
External Evaluation	End Semester Examination	75 Marks
Total		100 Marks

Methods of Assessment	
BTL 1 - Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
BTL 2 -Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
BTL 3 - Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
BTL 4 - Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
BTL 5 - Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
BTL 6 - Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

COURSE DELIVERY PLAN

Period / Session	Session Topic Unit wise	Pertaining CO/CLOs & BTL	Topic Learning Outcome(TLO)	Instructional Methods	Assessment Method for TLO
1	Meaning and Significance of Communication for Management	CO1 & BTL 2	Understand the meaning and importance of communication	Lecture / PPT	Discussion Forums
2	Types of Communication Factors Affecting Effectiveness of Communication	CO1 & BTL 2	Understand the different types of communication and factors affecting communication	Lecture / PPT	Practice Quiz

3	Barriers to Communication	CO1 & BTL 2	Understand and analyse the barriers to communication	Interactive Learning / Caselets	Discussion Forums
4	Principles of Effective Communication	CO1 & BTL 2	Understand the principles of communication	Interactive Learning	Discussion Forums
5	Dyadic Communication	CO 1 & BTL4	Understand dyadic communication	Interactive Learning	Peer Review
6	Face-to-face Communication. Other Modes of Communication.	CO 1 & BTL2&3	Understand and comprehend face to face and other modes of communication	Self -Study	Graded Quiz-Test
	CIA	------		----	Internal I
7	**Unit II Business Correspondence:** Planning Business Messages: Analyzing the Task. Anticipating theAudience.	CO2 & BTL2	Develop skills to plan business messaged and to anticipate the audience	Lecture	Assignment
8	Adapting the Message Organizing and Writing Business Messages: Patterns of organization	CO 2 & BTL 2 &3	Understand and explain how to write business messages and understand about different pattern of organisation	PPT	Discussion Forums
9	Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters	CO 2 & BTL 4	Map knowledge and procedure to compose message and norms for business letters	Interactive Learning	Practice Quiz
10	Letters for Different Kinds of Situation:Personalized Standard Letters, Enquiries, Inviting Quotations,Sending	CO 2 & BTL 3	Understand and analyse different kinds of business letters	Interactive Learning	Graded 12Quiz- Test

	Quotations, Placing Orders, Inviting tenders,				
11	Claimletters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability	CO2 & BTL4	To draft effective business communication such as letters etc	Lecture	Practice Quiz
12	Proof reading and Evaluating- Letters of application and resume	CO2 & BTL 5	To evaluate and analyse letters of application and resume.	Self - Study	Discussion Forums
	CIA	------		----	
13	**Unit III – Introduction Business Reports and Proposals**	CO3 & BTL 2	Develop skills to prepare business reports and proposal	Lecture	Practice Quiz
14	Structureof Reports- Long and Short Reports	CO 3 & BTL4&5	Develop skills to prepare reports and procedures for reports	PPT	Discussion Forums
15	Formal and Informal Reports- Writing Research Reports	CO 3 & BTL4	Develop formal and informal reports and draft reports	Lecture	Discussion Forums
16	TechnicalReports	CO 3 & BTL4	Learn to draft technical reports	Lecture	Practice Quiz
17	Norms for Including Exhibits and Appendices	CO 3 & BTL3	Develop skills to understand the norms for appendices and exhibits	Interactive Learning / Self - Study	Assignment

18	Writing Business Proposals.	CO 3 & BTL3	Develop skills to write business proposals	Interactive Learning / Self - Study	Discussion Forums
	CIA	------			
19	**Unit IV – Introduction Conducting Meetings and Interviews**	CO4&BTL1	Develop skills to conduct meetings and interviews	Lecture	Discussion Forums
20	Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions	CO4& BTL2	Explain and understand the concept and procedure for conducting meetings and prepare agenda and minutes	Lecture	Discussion Forums
21	Conducting Seminars and Conferences-Procedure of Regulating Speech	CO4& BTL3	Understand the procedures to conduct seminars and conferences	PPT	Practice Quiz
22	Evaluating Oral Presentations Drafting Speech-Participating in Debates and Group Discussions-	CO4& BTL2	Understand and evaluate oral presentations, drafting speech and how to participate debates and GD	Interactive Learning	Discussion Forums
23	Presentation Skills-Fluency Development Strategies-	CO4& BTL4	Develop skills for fluency and development strategies	Caselets	Discussion Forums
24	Attending and Conducting Interviews- Listening.	CO4& BTL4	Understand and develop skills to convene interviews and listening skills.	Interactive Learning	Assignment Peer Review
	CIA	------		----	Assignment & Student Presentation

25	**Unit V – Introduction Non-verbal Communication**	CO5& BTL2	Understand the concept of non verbal communication	Lecture	Practice Quiz
26	PersonalAppearance	CO5& BTL4	To understand about personal appearance	PPT	Discussion Forums
27	Posture- Body Language	CO5& BTL4	Evaluate body posture and body language	Interactive Learning	Discussion Forums
28	Reading Nonverbal Messages-	CO5& BTL4	procedures to understand and evaluate non verbal messages	Interactive Learning	Assignment Peer Review
29	Use of Charts. Diagrams and Tables- Visual and Audio- visual Aids for Communication.	CO5& BTL3	To demonstrate non verbal communication through charts diagrams and tables	Lecture	Graded Quiz- Test
30	**CIA**	------		----	Review& Improvement
MODEL EXAMINATION					

COURSE ASSESSMENT PLAN

Continuous Internal Assessment (CIA)	Learning Outcome for Assessment	CO/CL Os	Assessment Method / Activity	Corrective Action	Duratio n (Hrs)	Weig htage
Unit I	**UNIT 1- Communication:** Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.	CO1	Internal I	Assignment& Peer Review	6	15%
Unit II	**UNIT II- Business Correspondence:** Planning	CO2	Discussion Forums&Pr actice Quiz	Assignment &Peer Review	6	10%

	Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints,Collection Letters, Sales Promotion Letters-Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.					
Unit III	**UNIT III- Business Reports and Proposals:** Structureof Reports- Long and Short Reports: Formal and Informal Reports- Writing Research Reports- TechnicalReports-Norms for Including Exhibits and Appendices- Writing Business Proposals.	CO3	Internal II	Assignment& Peer Review	6	15%
Unit IV	**UNIT IV- Conducting Meetings and Interviews:** Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences-Procedure of Regulating Speech-Evaluating Oral Presentations Drafting Speech- Participating in Debates and Group Discussions-	CO4	Discussion Forums&Practice Quiz	Assignment& Peer Review	6	10%

	Presentation Skills- Fluency Development Strategies- Attending and Conducting Interviews- Listening.					
Unit V	**UNIT V- Non-verbal Communication:** Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication.	CO5	Model Exam	Assignment &Peer Review	6	50%
Internal Marks – 25 (20 CIA + 5 Attendance)						

FACULTY SIGNATURE   **Head -DoMS**   **Head - IQAC**