

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>CREDIT</b>	<b>YEAR OF INTRODUCTION</b>
<b>101009/ EN100F</b>	<b>BUSINESS COMMUNICATION AND VALUE SCIENCE - I</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2021</b>

## 1. Preamble

Business Communication and Value Science are both essential in creating a wholesome life, especially as a professional in the current working climate. As a leadership oriented course, it imparts knowledge of the necessary life skills and how to employ those skills in a gainful manner. This course highlights the need to keep up with the dynamic environment through focus on areas such as stress management, motivation and creativity. It is designed to not only boost the potential of the students by introducing them to the values that form the root of humanity, but also to aid them in proper comprehension and application of the lessons learned through this module.

## 2. Prerequisite

None

## 3. Syllabus

### Module 1

Overview of Leadership Oriented Learning (LOL), Overview of Business Communication, Self-awareness – identity, body awareness, stress management

### Module 2

Essential Grammar – I: Refresher on Parts of Speech, Tenses: Applications of tenses in Functional Grammar, Sentence formation (general & Technical), Common errors, Voices. Communication Skills: Overview of Communication Skills, Barriers of communication, Effective communication, Types of communication- verbal and non – verbal – Role-play based learning, Importance of Questioning. Listening Skills: Law of nature- Importance of listening skills, Difference between listening and hearing, Types of listening. Expressing self, connecting with emotions, visualizing and experiencing purpose

### Module 3

Email writing: Formal and informal emails. Verbal communication: Pronunciation, clarity of speech, Vocabulary Enrichment: Exposure to words from General Service List (GSL) by West, Academic word list (AWL) technical specific terms related to the field of technology, phrases, idioms, significant abbreviations formal business vocabulary.

Written Communication: Summary writing, story writing, CV. Life skill: Stress management, working with rhythm and balance, colours, and teamwork

#### Module 4

Understanding Life Skills: Introduction to life skills, Critical life skills, Multiple Intelligences, Embracing diversity, Leadership, teamwork, dealing with ambiguity, managing stress, motivating people, creativity, result orientation

### 4. Text Books

NIL

### 5. Reference Books

1. Alan Mc'Carthy and O'Dell, *English vocabulary in use*
2. APAART: Speak Well 1 (English language and communication)
3. APAART: Speak Well 2 (Soft Skills)
4. Dr. Saroj Hiremath, *Business Communication*

### 6. Course Outcomes

**After the completion of the course the student will be able to**

- CO1: Recognize the need for life skills and values  
 CO2: Recognize own strengths and opportunities  
 CO3: Apply the life skills to different situations  
 CO4: Understand the basic tenets of communication  
 CO5: Apply the basic communication practices in different types of communication.

### 7. Mapping of Course Outcomes with Program Outcomes

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
CO1									3	3		2
CO2									3			2
CO3						1			2	2		2
CO4										3		1

C05									3	3		
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## 8. Assessment Pattern

Learning Objectives	Continuous Internal Evaluation (CIE)		End Semester Examination (ESE out of 100)
	Internal Examination 1* (25)	Internal Examination 2* (25)	
Remember	7.5	7.5	30
Understand	10	10	40
Apply	7.5	7.5	30
Analyse			
Evaluate			
Create			

\*Internal examination (offline): 50 and Internal examination (online): 25

## 9. Mark Distribution

Total	CIE				ESE
	Attendance	Internal Examination	Assignment/Quiz/ Course Project	Total	
150	10	25 (Average of two scores)	15	50	100

## 10. End Semester Examination Pattern

There will be two parts: Part A and Part B.

Part A will contain practical questions (grammar, writing, vocabulary), worth 40 marks. Students should answer all questions.

Part B will contain theory questions and case studies, and will be worth 60 marks. Students should answer all questions.

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