

<b>Course Outcomes</b>	<p><b>Learner will be able to...</b></p> <ul style="list-style-type: none"> <li>• plan and prepare effective business/ technical documents which will in turn provide solid foundation for their future managerial roles.</li> <li>• strategize their personal and professional skills to build a professional image and meet the demands of the industry.</li> <li>• emerge successful in group discussions, meetings and result-oriented agreeable solutions in group communication situations.</li> <li>• deliver persuasive and professional presentations.</li> <li>• develop creative thinking and interpersonal skills required for effective professional communication.</li> <li>• apply codes of ethical conduct, personal integrity and norms of organizational behaviour.</li> </ul>
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Module	Contents	Hours
1	<p><b>ADVANCED TECHNICAL WRITING :PROJECT/PROBLEM BASED LEARNING (PBL)</b></p> <p><b>1.1 Purpose and Classification of Reports:</b> <b>Classification on the basis of:</b></p> <ul style="list-style-type: none"> <li>• Subject Matter (Technology, Accounting, Finance, Marketing, etc.)</li> <li>• Time Interval (Periodic, One-time, Special)</li> <li>• Function (Informational, Analytical, etc.)</li> <li>• Physical Factors (Memorandum, Letter, Short &amp; Long)</li> </ul> <p><b>1.2. Parts of a Long Formal Report:</b></p> <ul style="list-style-type: none"> <li>• Prefatory Parts (Front Matter)</li> <li>• Report Proper (Main Body)</li> <li>• Appended Parts (Back Matter)</li> </ul> <p><b>1.3. Language and Style of Reports</b></p> <ul style="list-style-type: none"> <li>• Tense, Person &amp; Voice of Reports</li> <li>• Numbering Style of Chapters, Sections, Figures, Tables and Equations</li> <li>• Referencing Styles in APA &amp; MLA Format</li> <li>• Proofreading through Plagiarism Checkers</li> </ul> <p><b>1.4. Definition, Purpose &amp; Types of Proposals</b></p> <ul style="list-style-type: none"> <li>• Solicited (in conformance with RFP) &amp; Unsolicited Proposals</li> <li>• Types (Short and Long proposals)</li> </ul> <p><b>1.5. Parts of a Proposal</b></p> <ul style="list-style-type: none"> <li>• Elements</li> <li>• Scope and Limitations</li> <li>• Conclusion</li> </ul>	06

	<p><b>1.6. Technical Paper Writing</b></p> <ul style="list-style-type: none"> <li>• Parts of a Technical Paper (Abstract, Introduction, Research Methods, Findings and Analysis, Discussion, Limitations, Future Scope and References)</li> <li>• Language and Formatting</li> <li>• Referencing in IEEE Format</li> </ul>	
2	<p><b>EMPLOYMENT SKILLS</b></p> <p><b>2.1. Cover Letter &amp; Resume</b></p> <ul style="list-style-type: none"> <li>• Parts and Content of a Cover Letter</li> <li>• Difference between Bio-data, Resume &amp; CV</li> <li>• Essential Parts of a Resume</li> <li>• Types of Resume (Chronological, Functional &amp; Combination)</li> </ul> <p><b>2.2 Statement of Purpose</b></p> <ul style="list-style-type: none"> <li>• Importance of SOP</li> <li>• Tips for Writing an Effective SOP</li> </ul> <p><b>2.3 Verbal Aptitude Test</b></p> <ul style="list-style-type: none"> <li>• Modelled on CAT, GRE, GMAT exams</li> </ul> <p><b>2.4. Group Discussions</b></p> <ul style="list-style-type: none"> <li>• Purpose of a GD</li> <li>• Parameters of Evaluating a GD</li> <li>• Types of GDs (Normal, Case-based &amp; Role Plays)</li> <li>• GD Etiquettes</li> </ul> <p><b>2.5. Personal Interviews</b></p> <ul style="list-style-type: none"> <li>• Planning and Preparation</li> <li>• Types of Questions</li> <li>• Types of Interviews (Structured, Stress, Behavioural, Problem Solving &amp; Case-based)</li> <li>• Modes of Interviews: Face-to-face (One-to one and Panel) Telephonic, Virtual</li> </ul>	06
3	<p><b>BUSINESS MEETINGS</b></p> <p><b>1.1. Conducting Business Meetings</b></p> <ul style="list-style-type: none"> <li>• Types of Meetings</li> <li>• Roles and Responsibilities of Chairperson, Secretary and Members</li> <li>• Meeting Etiquette</li> </ul> <p><b>3.2. Documentation</b></p> <ul style="list-style-type: none"> <li>• Notice</li> <li>• Agenda</li> <li>• Minutes</li> </ul>	02

4	<p><b>TECHNICAL/ BUSINESS PRESENTATIONS</b></p> <p><b>1.1 Effective Presentation Strategies</b></p> <ul style="list-style-type: none"> <li>• Defining Purpose</li> <li>• Analyzing Audience, Location and Event</li> <li>• Gathering, Selecting &amp; Arranging Material</li> <li>• Structuring a Presentation</li> <li>• Making Effective Slides</li> <li>• Types of Presentations Aids</li> <li>• Closing a Presentation</li> <li>• Platform skills</li> </ul> <p><b>1.2 Group Presentations</b></p> <ul style="list-style-type: none"> <li>• Sharing Responsibility in a Team</li> <li>• Building the contents and visuals together</li> <li>• Transition Phases</li> </ul>	02
5	<p><b>INTERPERSONAL SKILLS</b></p> <p><b>1.1. Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>• Emotional Intelligence</li> <li>• Leadership &amp; Motivation</li> <li>• Conflict Management &amp; Negotiation</li> <li>• Time Management</li> <li>• Assertiveness</li> <li>• Decision Making</li> </ul> <p><b>5.2 Start-up Skills</b></p> <ul style="list-style-type: none"> <li>• Financial Literacy</li> <li>• Risk Assessment</li> <li>• Data Analysis (e.g. Consumer Behaviour, Market Trends, etc.)</li> </ul>	08
6	<p><b>CORPORATE ETHICS</b></p> <p><b>6.1 Intellectual Property Rights</b></p> <ul style="list-style-type: none"> <li>• Copyrights</li> <li>• Trademarks</li> <li>• Patents</li> <li>• Industrial Designs</li> <li>• Geographical Indications</li> <li>• Integrated Circuits</li> <li>• Trade Secrets (Undisclosed Information)</li> </ul> <p><b>6.2 Case Studies</b></p> <ul style="list-style-type: none"> <li>• Cases related to Business/ Corporate Ethics</li> </ul>	02

**List of assignments:**

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

1. Cover Letter and Resume
2. Short Proposal