

Course Title	Credit	Minimum weeks per Week (15 hours)
Business English-3	02	Course Category: AEC
Unit-1	<p>Introduction and Course Overview</p> <ul style="list-style-type: none"> ● Course objectives and expectations ● Review of basic business communication principles <p>Advanced Business Writing</p> <ul style="list-style-type: none"> ● Writing effective emails and memos ● Case study analysis and report writing <p>Professional Presentations</p> <ul style="list-style-type: none"> ● Presentation skills and techniques ● Creating effective PowerPoint slides <p>Meetings and Negotiations</p> <ul style="list-style-type: none"> ● Conducting and participating in meetings ● Negotiation strategies and role-playing <p>Business Correspondence</p> <ul style="list-style-type: none"> ● Writing formal letters and proposals ● Responding to business inquiries 	
Unit-2	<p>Listening and Reading Comprehension</p> <ul style="list-style-type: none"> ● Analyzing business news articles ● Listening to business podcasts and summarizing key points <p>Intercultural Communication</p> <ul style="list-style-type: none"> ● Understanding cultural differences in business ● Communicating effectively with international colleagues <p>Business Idioms and Vocabulary</p> <ul style="list-style-type: none"> ● Advanced business vocabulary and phrases ● Practice using idiomatic expressions in context <p>Ethics and Corporate Social Responsibility</p>	



	<ul style="list-style-type: none"> ● Discussing ethical issues in business ● Understanding corporate social responsibility
References:	

Structure of Course Examination

Evaluation for each course shall be done by a Continuous and Comprehensive Evaluation (CCE) by the concerned course teacher as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

Internal Evaluation System

Internal Tests	15 Marks
Class participation / Case analysis and presentation/ assignment, tutorials/ slip tests (announced/ surprised), quizzes etc.	10 Marks
Total	25 Marks

Component, the end semester examination, which will be a written-type examination of at least 2:00 hours duration. , would also form an integral component to the evaluation. The ratio of marks to be allotted to Continuous and Comprehensive Evaluation (CCE) and to end semester examination is 50 : 50.

Question No.	Unit	Type of Questions	Marks
1	1	Essay question with choice OR Short Notes	10
2	2	Essay question with choice OR Short Notes	10
3	All	Objective Type Questions/ Definitions/ Fill in the blanks/ Short questions/ True- False/ Match A with B	05



Course Title	Credit	Minimum weeks per Week (15 hours)
Soft Skills-1	02	Course Category: AEC
Unit-1	<p>FOUNDATIONS OF SOFT SKILLS</p> <p>1.1. Soft Skills as Essential Life Skills Meaning, Definition, Types, and Scope of Soft Skills Prospects and Significance of Developing Soft Skills Differentiating Skills, Knowledge, Attitudes, and Beliefs Understanding Technical, Human, and Conceptual Skills</p> <p>1.2. Soft Skills in Career Prospects Exploring the Role of Soft Skills in Career Success Implications and Benefits of Incorporating Soft Skills Coordinating Conceptual and Practical Aspects of Soft Skill Development Human Values and Work Ethics as Integral Soft Skills</p>	
Unit-2	<p>COMMUNICATION AND INTERPERSONAL PROFICIENCY</p> <p>2.1. Effective Communication: Meaning and Significance of Effective Communication Elements of the Communication Process Verbal and Non-verbal Communication Skills</p> <p>2.2. Overcoming Communication Barriers: Identifying Barriers and Misinterpretations Strategies to Overcome Communication Challenges Importance of Active Listening</p> <p>2.3. Conflict Resolution and Negotiation Problem Solving and Conflict Handling Techniques Applying Negotiation Skills for Effective Outcomes Role of Communication in Conflict Resolution</p>	
References:	<p>1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company.</p> <p>2. Goleman, D. (1995). Emotional intelligence: Why it can matter more than IQ,</p>	



	Bantam Books. 3. Kaul, Asha. (2009). Business Communication (2nd edition) PHI Learning.
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Course Title	Credit	Minimum weeks per Week (15 hours)
Corporate Governance	02	Course Category: AEC
Unit-1	Corporate Governance Corporate governance – meaning – objectives – need - importance – principles – corporate governance and organization success. Corporate governance in India	
Unit-2	Levels of Governance Structure Corporate governance and role, responsibilities and powers - Board of Directors, Corporate Management Committee and Divisional Management Committee.	
Unit-3	Corporate Governance Forums CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD, ICGN AND NFCG.	
Unit-4	Corporate Social Responsibility Corporate Social Responsibility – definition – nature – levels – phases and approaches, principles, Indian models – dimensions. Corporate social reporting - Objectives of Corporate Social Reporting and case studies. Practical orientation – Students can be assigned to submit a report on CSR activities of the Institution in which they have undergone institutional training.	
References:	1. Dr. Neeru Vasishth and Dr. Namita Rajput - Corporate Governance values and ethics, Taxmann Publications Pvt Ltd, New Delhi. 2. S.Sanakaran – International Business & Environment, Margham Publication, Chennai.	



	<p>3. Dr.S.S. Khanka – Business Ethics and Corporate Governance, S.Chand Publication.</p> <p>4. Sundar.K, Business Ethics and Value, Vijay Nichole Prints, Chennai.</p> <p>5. Taxmann - Corporate Governance, Indian Institute of Corporate Affairs,</p> <p>6. A.C.Fernando, K.P.Muralidharan & E.K.Satheesh – Corporate Governance, Principles, Policies and Practices, Pearson Education.</p>
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1	1-2	Essay question with choice OR Short Notes	10
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Course Title	Credit	Minimum weeks per Week (15 hours)
Functional Communication-2	02	Course Category: AEC
Unit-1	Presenting and Representing <ul style="list-style-type: none"> ● Elevator Pitch ● Conducting and participating in Meetings <ul style="list-style-type: none"> Purpose & Significance of meetings in corporate communication Presenting and responding to ideas in a business meeting ● Briefings <ul style="list-style-type: none"> Organizing a team briefing Presenting/ managing the team briefing ● Conferences and Seminars <ul style="list-style-type: none"> Purpose Significance of conferences in corporate communication Conducting a business conference/Seminar 	
Unit-2	Tactful and Diplomatic Communication <ul style="list-style-type: none"> ● The Art of saying 'NO' ● Using Unbiased/Impartial language ● Delivering 'bad news' with tact ● Writing negative emails ● Communicating Business ethics 	
Unit-3	Digital & Interpersonal Communication <ul style="list-style-type: none"> ● English in Corporate Digital Communication ● Netiquette and Telephonic Communication ● Video conferencing ● Customer Service: Frontline Skills ● Handling difficult colleagues and clients 	
References:	1. "The Elevator Pitch Handbook: The Step-by-Step Guide to Delivering Your Speeches with Confidence and Conviction" by Chris Westfall - This	



book offers practical guidance on crafting and delivering effective elevator pitches.

2. "Meetings in English (Macmillan Business)" by Bryan Stephens - This book focuses on conducting and participating in meetings effectively, covering various aspects such as agendas, leading discussions, and managing conflicts.

3. "Briefing for a Descent into Hell" by Doris Lessing - While not directly related to business briefings, this novel offers insights into the complexities of communication and presentation.

4. "Conferences That Work: Creating Events That People Love" by Adrian Segar - This book provides strategies for planning and conducting successful conferences, emphasizing participant engagement and meaningful interactions.

5. "The Power of a Positive No: Save The Deal Save The Relationship and Still Say No" by William Ury - This book offers insights into assertive communication techniques, including how to say "no" effectively while maintaining relationships.

6. "Words That Work: It's Not What You Say, It's What People Hear" by Frank Luntz - This book explores the power of language and communication strategies, providing practical advice for delivering messages effectively.

7. "Writing That Works: How to Communicate Effectively in Business" by Kenneth Roman and Joel Raphaelson - This book covers various aspects of business writing, including writing negative emails with tact and professionalism.

8. "Business Ethics: Ethical Decision Making & Cases" by O. C. Ferrell, John Fraedrich, and Linda Ferrell - This textbook provides a comprehensive overview of business ethics, including ethical decision-making frameworks and case studies.

9. "Digital Communication: Strategies for Today's Corporate Communication" by Peter Smudde and Sue Bovey - This book explores the role of digital communication in corporate settings, covering topics such as email etiquette, social media management, and crisis communication.

10. "The Essentials of Telecommunications Management" by John C. Peckham - This book provides insights into telecommunication technologies and their applications in corporate communication.

11. "Crucial Conversations: Tools for Talking When Stakes Are High" by



	Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler - This book offers practical strategies for handling difficult conversations, whether with colleagues, clients, or customers.
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Course Title	Credit	Minimum weeks per Week (15 hours)
First Aid and Medical Emergency	02	Course Category: AEC
Unit-1	First aid basics: first aid, importance of first aid, first aider, laws of first aid, contents of an ideal first aid kit, dealing with an emergency.	
Unit-2	Emergency response: CPR, steps for performing CPR, CPR for newborns and infants, recovery position, first aid in drowning, fractures of bones, causes and types of fractures, dislocation.	
Unit-3	First aid in burns: Types of burns, danger of burns, first aid in dry burns and scalds, electrical burns, chemical burns, sunburn, heatstroke.	
Unit-4	First aid in wounds and injuries: types of wounds- small cuts and abrasions, Head injury- nose bleed, bleeding gums, bleeding from varicose veins, Shocks- causes of shock and its first aid.	
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