

2021 REGULATIONS

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
2.	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
3.	BA4211	Business ethics (Seminar)	EEC	0	0	4	4	2
4.	BA4311	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
5.	BA4312	Summer Internship	EEC	0	0	4	4	2
6.	BA4411	Project Work	EEC	0	0	24	24	12

BA4111

INDIAN ETHOS

**L T P C
0 0 4 2**

COURSE OBJECTIVES:

- To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.

NOTE:

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
 - 1) Indian Ethos and Personality Development
 - 2) Work ethos and ethics for Professional Managers
 - 3) Indian Values, Value Systems and Wisdom for modern managers
 - 4) Ethos in leadership development
 - 5) Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

TOTAL: 60 PERIODS

COURSE OUTCOMES:

1. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
2. The learners can handle issues of business ethics and offer solutions in ethical perspectives
3. The learners are professionally efficient and skilful in value systems and culture
4. The learners are capable in ethically manage business towards well being of the society.
5. The learners can be socially effective in undertaking business responsibilities.

BA4112 BUSINESS COMMUNICATION (LABORATORY) L T P C
0 0 4 2

COURSE OBJECTIVES:

- To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as - making speeches, controlling one-to-one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public,

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION 12

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback. - Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech. - Group communication: Meetings, group discussions. - Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS 12

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, Maintaining a Diary, Resume/CV , job application letters, proposals. Internal communication through - notices, circulars, memos, agenda and minutes, reports. Case Studies. Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes

UNIT III EFFECTIVE PRESENTATIONS 12

Principles of Effective Presentations, Principles governing the use of audiovisual media.

UNIT IV INTERVIEW SKILLS 12

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting.

UNIT V REPORT WRITING 12

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1-This module introduces both written and spoken

communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and simulated meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2-This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Job hunting and employment skills will be introduced to prepare students for a positive start to their careers. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations

Practical - Module 3-This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL : 60 PERIODS

COURSE OUTCOMES:

1. Develop good managerial communication skills
2. Ability to excel in different forms of written communication required in a business context
3. Develop good presentation skills
4. In-depth understanding of interview skills
5. Ability to prepare Business reports

REFERENCES :

1. Rajendra Pal, J.S. Korlahalli ,Essentials of Business Communication by, Sultan Chand & Sons, 13th Edition
2. Meenakshi Raman, Prakash Singh ,Business Communication by, Oxford, 2nd edition, 2012
3. Raymond V. Lesikar, Flatley, Basic Business Communication Skills for Empowering the Internet Generation by, M.E., TMGH, New Delhi , 10th edition, 2004
4. Ludlow R , Panton ,The Essence of Effective Communications , Prentice Hall of India Pvt. Ltd. 2, 1995
5. C. S. Rayadu , Communication by, HPH, 2015
6. R. C. Sharma , Krishna Mohan ,Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition, 2017
7. Malcolm Goodale , Developing Communication Skills, 2nd Edition Professional Presentations, Cambridge University Press
8. Supplementary Reading Material Business Communication - Harvard Business Essentials Series, HBS Press

9. Adair, J , Effective Communication. , Pan Macmillan Excellence in Business Communication by Thill, J. V. & Bovee, G. L, McGraw Hill, New York. Business Communications: From Process to Product by Bowman, J.P. & Branchaw, P.P., Dryden Press, Chicago.

WEBSITES :

www.businesscommunicationskills.com
www.kcittraining.com
www.mindtools.com
www.businesscommunication.org

BA4211

BUSINESS ETHICS

L T P C

0 0 4 2

COURSE OBJECTIVE:

- To enable the learners to have exposure on business ethics and ethical business perspectives.

NOTE :

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
 - 1) Individual Culture and Ethics
 - 2) Ethical codes of conduct and value Systems
 - 3) Loyalty and Ethical Behaviour, Ethical decision making
 - 4) Ethical business issues and solutions
 - 5) Corporate Social Responsibilities of Business

TOTAL: 60 PERIODS

COURSE OUTCOMES:

1. The learners can handle issues of business ethics and offer solutions ethical perspectives
2. The learners are able to apply the basic concepts of Indian ethos and value systems at work.
3. The learners can handle issues of business ethics and offer solutions in ethical perspectives
4. The learners are professionally efficient and skilful in value systems and culture
5. The learners are capable in ethically manage business towards well being of the society.

The learners can be socially effective in undertaking business responsibilities

COURSE OBJECTIVES:

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

UNIT I INTRODUCTION

12

Need for Creative and innovative thinking for quality – Essential theory about directed creativity, Components of Creativity, Methodologies and approaches, individual and group creativity, Organizational role in creativity, types of innovation, barriers to innovation, innovation process, establishing criterion for assessment of creativity & innovation.

UNIT II MECHANISM OF THINKING AND VISUALIZATION

12

Definitions and theory of mechanisms of mind heuristics and models: attitudes, Approaches and Actions that support creative thinking - Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, colour symmetry. Spatial relationships and compositions in 2- and 3- dimensional space - procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking

UNIT III CREATIVITY

12

Nature of Creativity: Person, Process, Product and Environment, Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation The Bridge between man creativity and the rewards of innovativeness – Applying Directed Creativity.

UNIT IV CREATIVITY IN PROBLEM SOLVING

12

Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences. Assessing Your Personal Creativity and Ability to Innovate, Enhancing Your Creative and Innovative Abilities

UNIT V INNOVATION

12

Innovation- radical vs evolutionary, – Introduction to TRIZ methodology of Inventive Problem Solving – the essential factors – Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption —Managing the Strategy Development Process – The Role of Senior Executive in Leading New Growth – Passing the Baton, Entrepreneurial Tools for Creativity and Innovation

TOTAL:
60
PERIOD

COURSE OUTCOMES:

1. Provides insights about approaches to creativity and innovation
2. Understanding of heuristic models and its applications
3. Enhances the knowledge of nature of creativity
4. Ability to apply creativity in problem solving
5. Knowledge about radical and disruptive models of innovation

Note : Students will undergo the entire programme similar to a Seminar. It is an activity-based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

REFERENCES:

1. Rousing Creativity: Think New Now Floyd Hurt, ISBN 1560525479, Crisp Publications Inc.1999
2. Geoffrey Petty," How to be better at Creativity", The Industrial Society 2012
3. Clayton M. Christensen Michael E. Raynor," The Innovator's Solution", Harvard Business School Press Boston, USA,2007
4. Semyon D. Savransky," Engineering of Creativity – TRIZ", CRC Press New York USA," 1st edition 2000
5. CSG Krishnamacharyalu, Lalitha R Innovation management , Himalaya Publishing House 2013