

Masters of Business Administration (MBA) – Semester - 2 Course Teaching Plan

Course Title: Executive Communication & Personality Development (ECPD) II

Course Code: 340030208

Course Credit: 4

1. Course Introduction:

The business world and its rapidly changing dynamics require professionals with excellent communication and presentation skills to deal with complex managerial situations. This course intends to develop basic as well as advanced communication skills linked to interpersonal as well as group based communication. It shall also cover various aspects linked to developing corporate personality.

2. Course Objective:

1. To enhance the communication and interpersonal skills required in different business contexts through various interactive activities
2. To acquaint the students with the practical application of basic concepts and techniques of personality development
3. To build corporate presentation skills as well as critical thinking and analytical skills.

3. Course Learning Outcome:

- **CLO1:** To enable students to enhance their public speaking skills as well as develop their corporate personality along with their interpersonal & cross cultural understanding of communication and to imbibe ethical values for the business world.
- **CLO2:** To develop and enhance their corporate presentation skills.
- **CLO3:** To develop confidence and get corporate ready for final placements.
- **CLO4:** To develop critical thinking and analytical skills through self-assessment.

4. CLO–PO Mapping Matrix:

	PO1	PO2	PO3	PO4	PO5
CLO1	1	2	3	3	3
CLO2	2	2	2	2	2
CLO3	1	2	2	3	1
CLO4	1	3	2	2	2

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-'='No correlation

5. Session Plan (40 Hours):

Topic	Sessions	Syllabus Content
	<u>UNIT 1</u>	PRACTICAL APPROACH TO PUBLIC SPEAKING & DEVELOPING CORPORATE PERSONALITY
1.	1-5	Basic Orientation- -Dos and Don'ts of Public Speaking -Body language/nonverbal cues -Communication Vocalics -Delivery techniques -Speakathon
2.	6-10	Orientation for Corporate Communication, Corporate Personality & Corporate Etiquettes, Rapport building
3.	11-15	Developing Interpersonal Skills through various interactive activities - Emotional Intelligence - Active Listening - Cultural Orientation - Gender Sensitivity
	<u>UNIT 2</u>	BUSINESS PRESENTATIONS
4	16-20	Business Presentation- Practical Execution of learnings of Sem-1.
	<u>UNIT 3</u>	APTITUDE TEST, GROUP DISCUSSIONS & MOCK INTERVIEWS

5	21-27	-Aptitude Test -Group Discussion -Orientation regarding dos and don'ts in GD - Steps in GD -Tips for performing successfully in GD -Group Etiquettes -Group discussion practice
6	28-37	Resume Writing & Mock Interview -Resume writing & LinkedIn Profile -Mock Interview
7	38-40	Project Zenith II

6. Assessment Scheme:

Specific assessment method	% Weightage	Theory	Practical
Resume, GD & Interviews	50%		√
Attendance & Class Participation	10%		√
Speakathon & Presentation	20%		√
Project Zenith II	20%	√	√
	100%		

7. Educational Resources:

Educational Resources	Description
Text Book	1.Meenakshi Raman & Prakash Singh-‘Business Communication’—Oxford University Press
Reference Books	1.Lehman ‘B. Com (Business Communication’ Cenage
	2. Rayamond V. Lesikar ‘Business Communication’ McGrawHill
	3.AshaKaul
	4.Monapally
Journals/ Magazine/periodicals	1.IUP Journal of Soft Skills-Volxii -4
	2.IUP Journal of Soft Skills-Volxviii-3
	3IUP Journal of Soft Skills-Volxiii-3.

	4.VIKALAP
	5.Case Studies on Best Practice-IBS Shaul Jain
	6.Case Studies on Business
	Ethics and CSR Initiatives-Krishna Kumar, Lekhi Ravi, SaiGeeta
	7. Case Studies on Charismatic Leaders and their Innovative Strategies-Lekha Ravi, Florence Nightingale