



Lok Jagruti Kendra University
University with a Difference

Diploma in Electronics & Communication Engineering



Course Code: 025030306
Social and Cultural Values

Programme / Branch Name			Diploma in Electronics & Communication Engineering			
Course Name	Social and Cultural Values				Course Code	025030306
Course Type	HSSC	BSC	ESC	PCC	OEC	PEC

Legends: HSSC: Humanities and Social Sciences Courses

BSC: Basic Science Courses

ESC: Engineering Science Courses

PCC: Program Core Courses

OEC: Open Elective Courses

PEC: Program Elective Courses

1. TEACHING AND EVALUATION SCHEME

Teaching Hours / Week / Credits				Evaluation Scheme			
L	T	P	Total Credit	CCE	SEE (Th)	SEE (Pr)	Total Marks
0	0	2	1	50	-	50	100

Legends: L: Lectures T: Tutorial P: Practical
 CCE: Continuous & Comprehensive Evaluation
 SEE (Th): Semester End Evaluation (Theory)
 SEE (Pr): Semester End Evaluation (Practical)

2. PREREQUISITE

- ✓ Earn a credit from professional practices subject and have an enthusiasm to explore new things by taking individual tasks and acquires skills from participating in group activities.

3. RATIONALE

Professional development of diploma engineering students is to be done by exposing them to various simulative situations in the industries. This is achieved by involving students in activities such as inviting experts from various industries for sharing their experiences, arranging industrial visits, seminars etc.

4. OBJECTIVES

- ✓ Learn the values of human ethics and its importance in their life.
- ✓ Identify and use appropriate sources of information when developing professional documents.
- ✓ Understand the social and organization values and able to replicate their character according to the need of organization.
- ✓ Enhancing their employability skills and increasing their ability to engage in and life-long learning.

5. CONTENTS

Unit No.	Topics	Sub-Topics	Learning Outcome	% Weightage	Hours
1	Human Ethics	1.1. Family: Personal Family & Organizational Family 1.2. Adjusting and Coordinating 1.3. Helping Mentality: Citizenship Behavior 1.4. Respecting Religion 1.5. Justice: For Self & For Others 1.6. Honesty 1.7. Value for Education	- Understand the ideas of values, ethics and morality in a multicultural context. - Understand Value of education in life.	25	6
2	Organization Cultural and Values	2.1 Concept & Definition of Values 2.2 Types of Values 2.2.1 Social Values 2.2.2 Cultural Values 2.3 Organization Cultural 2.3.1 Necessity of Corporate Cultural. 2.3.2 Organization Ethics	- Understand the core values and its utilization in organization. - Understand the importance of organizational subcultures	25	6
3	Etiquettes and Positive Attitude	3.1. Introduction to Modern Etiquettes 3.1.1 Etiquettes in Public Places 3.1.2 Social Gathering Etiquettes 3.1.3 Workplace Etiquettes 3.1.4 Interview Etiquettes for Applicants 3.1.5 Telephone Etiquettes 3.1.6 E-Mail Etiquettes 3.1.7 Dining Etiquettes 3.2. Positive Attitude 3.2.1 Importance of Positive Attitude 3.2.2 Reasons of Lack of Attitude	- Understand the numerous Etiquettes and its importance in professional life - Understand and visualize the positive outcome in life	25	6
4	Inspirational and Motivational Stories and Its Review	4.1. Stories session on social entrepreneurs	Motivate students in different zones like entrepreneurship, humanity and others.	15	4
5	Case Study	5.1. Case Study- 1	Learn the ability to plan, implement & adopt social and	10	2

			cultural values through Case Study		
--	--	--	--	--	--

**Total
Hours** **24**

6. REFERENCE BOOKS

- 1) Raghu Palat Indian Business Etiquette, Jaico Books
- 2) Dorothea Johnson and Liv Tyler Modern Manners: Tools to take up to the top Potter Style
- 3) Professional Ethics: R. Subramanian, Oxford University
- 4) The Values-Driven Organization: Cultural Health and Employee Well-Being as a Pathway to Sustainable Performance
- 5) Take Me Home: Rashmi Bansal
- 6) Stay Hungry Stay Foolish: Rashmi Bansal
- 7) I have a dream: Rashmi Bansal