



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

Course Code	Course Name	Teaching Scheme (Hrs/week)			Credits Assigned			
		L	T	P	L	T	P	Total
ETS506	Business Communication and Ethics	-	-	4	-	-	2	2
		Examination Scheme						
		ISE		MSE		ESE		
		10	30	100 (60% Weightage)				

Pre-requisite Course Codes	
After successful completion of the course, student will be able to	
Course Outcomes	CO1 Communicate effectively in both verbal and written form and demonstrate knowledge of professional and ethical responsibilities
	CO2 Participate and succeed in Campus placements and competitive examinations like GATE, CET.
	CO3 Possess entrepreneurial approach and ability for life-long learning.
	CO4 Have education necessary for understanding the impact of engineering solutions on Society and demonstrate awareness of contemporary issues.

Module No.	Unit No.	Topics	Ref.	Hrs.
1	Report Writing			08
	1.1	Objectives of report writing		
	1.2	Language and style in a report		
	1.3	Types of reports		
	1.4	Formats of reports: Memo, letter, project and survey based		
2	Technical Proposals			02
	2.1	Objective of technical proposals		
	2.2	Parts of proposal		
3	Introduction to Interpersonal Skills			08
	3.1	Emotional Intelligence		
	3.2	Leadership		
	3.3	Team building		
	3.4	Assertiveness		
	3.5	Conflict Resolution		
	3.6	Negotiation Skills		
	3.7	Motivation		
	3.8	Time Management		
4	Meetings and Documentation			02
	4.1	Strategies for conducting effective meetings		



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	4.2	Notice		
	4.3	Agenda		
	4.4	Minutes of the meeting		
5	Introduction to Corporate Ethics and etiquettes			02
	5.1	Business meeting etiquettes, interview etiquettes, professional and work etiquettes, social skills		
	5.2	Greetings and art of conversation		
	5.3	Dressing and grooming		
	5.4	Dinning etiquette		
	5.5	Ethical codes of conduct in business and corporate activities (Personal ethics, conflicting values, choosing a moral response, the process of making ethical decisions)		
6	Employment Skills			06
	6.1	Cover letter		
	6.2	Resume		
	6.3	Group Discussion		
	6.4	Presentation Skills		
	6.5	Interview Skills		
			Total	28

Reference Books:

1. Fred Luthans, "*Organisational Behavior*", McGraw Hill, edition
2. Lesiker and Petit, "*Report Writing for Business*", McGraw Hill, edition
3. Huckin and Olsen, "*Technical Writing and Professional Communication*", McGraw Hill
4. Wallace and Masters, "*Personal Development for Life and Work*", Thomson Learning, 12th edition
5. Heta Murphy, "*Effective Business Communication*", McGraw Hill, edition
6. R.C Sharma and Krishna Mohan, "*Business Correspondence and Report Writing*"
7. B N Ghosh, "*Managing Soft Skills for Personality Development*", Tata McGraw Hill. Lehman, Dufrene, Sinha, "*BCOM*", Cengage Learning, 2nd edition
8. Bell . Smith, "Management Communication" Wiley India edition, 3rd edition.