



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
TEITC506	Business Communication and Ethics	--	--	4	--	--	2	2
		Examination Scheme						
		ISE		Practical		Oral		Total
		50		-		-		50

Pre-requisite Course Codes

After successful completion of the course, student will be able to:

Course Outcomes	CO	Description
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		



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4		Meetings and Documentation		02
	4.1	Strategies for conducting effective meetings		
	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	26

References:

1. Fred Luthans, "*Organizational Behavior*", Mc Graw Hill, edition
2. Huckin and Olsen, "*Technical Writing and Professional Communication*", Mc Graw Hill
3. Wallace and Masters, "*Personal Development for Life and Work*" 12th edition, Thomson Learning.
4. Heta Murphy, "*Effective Business Communication*", McGraw Hill.
5. B N Ghosh, "*Managing Soft Skills for Personality Development*", Tata McGraw
6. Bell Smith, "*Management Communication*" Wiley India Edition, 3rd edition.
7. Dr.K.Alex , "*Soft Skills*",S Chand and Company