

## Audit Course 3 – III : Professional Ethics and Etiquettes

### Prerequisites:

1. Communication and Language Laboratory

### Course Objectives:

1. To learn the rules of good behavior for today's most common social and business situations, including the common courtesies of life
2. To imbibe basic knowledge to make informed ethical decisions when confronted with problems in the working environment.
3. To develop an understanding of how a societal moral varies with culture and how this influences ethical thought and action
4. To develop an orientation towards business etiquettes and the proper etiquette practices for different business scenarios.
5. To learn the etiquette requirements for meetings, entertaining, telephone, and Internet business interaction scenario.

### Course Outcomes:

1. To summarize the principles of proper courtesy as they are practiced in the workplace.
2. To describe ways to apply proper courtesy in different professional situations.
3. To practice appropriate etiquettes in the working environment and day to day life.
4. To learn and build proper practices for global corporate world.

#### UNIT I

An Overview of Ethics, What Is Ethics? Definition of Ethics ,The Importance of Integrity ,The Difference Between Morals, Ethics, and Laws, Engineering Ethics: Purpose of Engineering Ethics-Professional and Professionalism, Professional Roles to be played by an Engineer, Uses of Ethical Theories, Professional Ethics,Development of Ethics, Carol Gilligan's theory of moral development, Heinz's dilemma.

#### UNIT II

IT Professional Ethics, Ethics in the Business World , Corporate Social Responsibility , Improving Corporate Ethics , Creating an Ethical Work Environment, Including Ethical Considerations in Decision Making ,Ethics in Information Technology ,Common Ethical Issues for IT Users , Supporting the Ethical Practices of IT Users.

#### UNIT III

Business Etiquette, The ABC's of Etiquette, Developing a Culture of Excellence, The Principles of Exceptional Work Behavior, The Role of Good Manners in Business, Enduring Words Making Introductions and Greeting People: Greeting Components, The Protocol of Shaking Hands, Introductions, Introductory Scenarios, Addressing Individuals Meeting and Board Room Protocol: Guidelines for Planning a Meeting, Before the Meeting, On the Day of the Meeting, Guidelines for Attending a Meeting.

#### UNIT IV

Professional Etiquette, Etiquette at Dining. Involuntary Awkward Actions, How to Network, Networking Etiquette, Public Relations Office(PRO)'s Etiquettes, Technology Etiquette : Phone Etiquette, Email Etiquette, Social Media Etiquette, Video Conferencing Etiquette, Interview Etiquette, Dressing Etiquettes : for Interview, offices and social functions.



**References :**

1. George Reynolds, —Ethics in Information Technology, Cengage Learning, ISBN- 10:1285197151.
2. Business Etiquette for Dummies, 2<sup>nd</sup> Edition by Sue Fox, Wiley Publishing, Inc.  
Savitribai Phule Pune University  
T.E. (Information Technology) Syllabus 2015 Course 33
3. Charles E Harris, Micheal J Rabins, —Engineering Ethics, Cengagen Learning||, ISBN- 13:978-1133934684.4th Edition.
4. PSR Murthy, —Indian Culture Values and Professional Ethics||, BS Publications, ISBN- 10:9381075700.  
2<sup>nd</sup> Edition.
5. Business Etiquette in Brief by Ann Marie Sabath, Adams Media Corporation, South Asian Edition, 1<sup>st</sup> Edition.





## Audit Course 3 - II : Leadership and Personality Development

### Prerequisites:

1. Soft Skills.

### Course Objectives:

1. To develop inter personal skills and be an effective goal oriented leader.
2. To develop personalities of students in order to empower them and get better insights into ones responsibilities in personal life to build better human being.
3. To develop professionals with leadership quality along with idealistic, practical and moral values.
4. To re-engineer attitude and understand its influence on behavior
5. To help Students evolve as leaders and effectively handle real life challenges in and across the dynamic environment.

### Course Outcomes:

1. To exhibit responsible decision-making and personal accountability
2. To demonstrate an understanding of group dynamics and effective teamwork
3. To develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.
4. To develop overall personality.

### UNIT I

Personality Development: It Is Personality That Matters, Laws of Personality Development, Different Layers of Personality, How to Change Our Character, Influence of Thought, Take the Whole Responsibility on Yourself, How to Work? Attitude: Factors influencing Attitude, Challenges and lessons from Attitude, Personality Traits , Sharpening Memory Skills, Decision-Making, Negotiation and Problem-Solving

### UNIT II

Techniques in Personality development :Self-confidence, Goal setting ,Stress Management : Introduction to Stress, Causes of Stress, Impact Management Stress, Managing Stress Conflict Management: Introduction to Conflict, Causes of Conflict, Managing Conflict ,Time Management: Time as a Resource, Identify Important Time Management Wasters, Individual Time Management Styles, Techniques for better Time Management, Meditation and concentration techniques, Self-hypnotism, Self-acceptance and self-growth.

### UNIT III

Leadership Skills: Working individually and in a team, Levels of Leadership, Making of a leader, Types of leadership, Transactions Vs Transformational Leadership, VUCA Leaders, DART Leadership, Leadership Grid & leadership Formulation. Introduction to Interpersonal Relations, Analysis Relations of different ego states, Analysis of Transactions, Analysis of Strokes, Analysis of Life position.

### UNIT IV

Group Dynamics &Team Building Group Dynamics: Importance of groups in organization, and Team Interactions in group, Group Vs Teams, Team formation process, Stages of Group, Group Dynamics, Managing Team Performance & Team Conflicts. How to build a good team? Team work & Team building Interpersonal skills – Conversation, Feedback, Feed forward Interpersonal skills – Delegation, Humor, Trust, Expectations, Values, Status, Compatibility and their role in building team





**References :**

1. Barun K. Mitra; (2011), "Personality Development & Soft Skills", First Edition; Oxford Publishers.2E, ISBN: 780199459742, ISBN:0199459746.
2. ShaliniVerma (2014); "Development of Life Skills and Professional Practice"; First Edition; Sultan Savitribai Phule Pune University  
T.E. (Information Technology) Syllabus 2015 Course 31  
Chand (G/L) & Company. ISBN: 9789325974203, ISBN:9325974207.
3. John C. Maxwell (2014); "The 5 Levels of Leadership", Centre Street, A division of Hachette Book Group Inc, ISBN: 9789350098714, ISBN:9350098717.
4. Basic Managerial Skills for All by E. H. McGrath, S. J., PHI Personality Development and Soft Skill, Mitra, Barun, Oxford University Press, ISBN: 9788120343146, ISBN:812034314X.
5. Personality Development by Rajiv K. Mishra. Rupa & Co.
6. How to deal with Stress by Stephen Palmer & Cary Cooper, Kogan Page India Pvt. Ltd., South Asian Edition Successful Time Management by Patrick Forsyth, Kogan Page





Semester	I	Specialization	NA
Course Code	108	Type	Generic - Elective
Course Title	Business Communication Lab		

### Course Objectives:

1	To acquaint the students with fundamentals of communication and help them to transform their communication abilities.
2	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.
3	To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

### Syllabus:

Unit Number	Contents	Number of Sessions
1	<p><b>1.1 Introduction to Managerial Communication:</b> Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback.</p> <p><b>1.2 Principles of Nonverbal Communication:</b> 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.</p> <p><b>1.3 Group communication:</b> Meetings, group discussions.</p> <p><b>1.4 Other Aspects of Communication:</b> Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical &amp; Legal Issues in Business Communication.</p>	3 + 7
2	<p><b>Managerial Writing:</b> 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</p>	2 + 5
3	<p><b>Effective Presentations:</b> Principles of Effective Presentations, Principles governing the use of audiovisual media.</p>	1 + 1
4	<p><b>Interview Skills:</b> Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews.</p>	2 + 3





	web /video conferencing, tele-meeting.	
5	<b>Report Writing:</b> 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.	2 + 4

**Note:**

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

**Learning Resources:**

1	Text Books	<ul style="list-style-type: none"> <li>Essentials of Business Communication by Rajendra Pal &amp; J.S. Korlahalli, Sultan Chand &amp; Sons, 8th Edition</li> <li>Business Communication by Meenakshi Raman &amp; Prakash Singh, Oxford, 2006</li> <li>Basic Business Communication Skills for Empowering the Internet Generation by Lesikar, R.V. &amp; Flatley, M.E., TMGH, New Delhi.</li> <li>The Essence of Effective Communications by Ludlow, R. &amp; Panton, F., Prentice Hall of India Pvt. Ltd.</li> </ul>
2	Reference Books	<p>Communication by C. S. Rayadu, HPH, 8th Revised Edition, 2007</p> <p>Business Correspondence &amp; Report Writing by R. C. Sharma &amp; Krishna Mohan, Tata McGraw Hill, 4th Edition, 2011</p> <p>Developing Communication Skills by Macmillan, 2nd Edition</p> <p>Professional Presentations by Malcolm Goodale, Cambridge University Press, South Asian Edition</p>
3	Supplementary Reading Material	<p>Business Communication - Harvard Business Essentials Series, HBS Press</p> <p>Effective Communication by Adair, J., Pan Macmillan</p> <p>Excellence in Business Communication by Thill, J. V. &amp; Bovee, G. L, McGraw Hill, New York.</p> <p>Business Communications: From Process to Product by Bowman, J.P. &amp; Branchaw, P.P., Dryden Press, Chicago.</p>
4	Websites	<p><a href="http://www.businesscommunicationskills.com">www.businesscommunicationskills.com</a></p> <p><a href="http://www.kcittraining.com">www.kcittraining.com</a></p> <p><a href="http://www.mindtools.com">www.mindtools.com</a></p> <p><a href="http://www.businesstrainingworks.com">www.businesstrainingworks.com</a></p>

