

**CB162 BUSINESS COMMUNICATION AND VALUE SCIENCE-II LAB L T P C Int Ext**  
**- - 2 1.0 30 70**

**Semester II [First Year]**

**COURSE OBJECTIVES:**

1. Develop structured written communication skills using various tools and formats.
2. Enhance presentation skills and design creative communication materials for social causes.
3. Foster teamwork, creativity, and communication through brainstorming and collaborative activities.
4. Understand and apply concepts of morality and diversity in communication contexts.

**COURSE OUTCOMES:**

**After the successful completion of the course, students are able to**

1. Understand and apply tools of structured written communication such as telephone etiquette, and letter writing.
2. Apply effective presentation techniques and create materials for an organization dedicated to a social cause.
3. Identify individual personality types and roles within a team to effectively contribute to collaborative tasks.
4. Create communication materials and articulate opinions on morality and diversity topics through debates and storytelling.

**EXPERIMENTS:**

1. Structured Written Communication  
Tools of structured written communication: telephone etiquette, letter writing  
Research and report writing on social issues: informative reports  
E-magazine creation
2. Presentation and Creative Design  
Identifying a social cause: vision, mission, value statement, tagline creation, and logo design : Poster presentation (Forming an NGO)  
Basics of presentation and techniques for effective presentations  
Speed reading techniques: skimming and scanning for reading comprehension
3. Teamwork and Campaigning  
Brainstorming and ad campaigns on social issues Communication through skits  
Teamwork: Introduction to Dr. Meredith Belbin s 8 team roles and Lindgren s Big 5 personality traits, Team Falcon practical.  
Group discussions
4. Communication and Diversity  
Morality and diversity: viewing and analyzing short films. Practical exercises such as "Touch the Target (Blind Man)" and "The Fish and I" by Babak Habibifar  
Communication materials: storytelling and book reviews  
Debate

**LEARNING RESOURCES:**

**TEXT BOOK:**

There are no prescribed texts for Semester 2 -there will be handouts and reference

**REFERENCE BOOK(S):**

1. Guiding Souls: Dialogues on the purpose of life; Dr. A.P.J Abdul Kalam; Publishing Year- 2005; Co-author--ArunTiwari
2. The Family and the Nation; Dr. A.P.J Abdul Kalam; Publishing year: 2015; Co-author: Acharya Mahapragya