Name of Faculty	:	Faculty of Computer Science & Applications
Name of Program	:	Bachelor of Computer Application with Industry Collaboration
Course Code	:	1BAA01
Course Title	:	Corporate Awareness Assessment Program (CAAP)
Type of Course	:	Professional Core (PC)
Year of Introduction	:	2023-24

Prerequisite	:	Basic English Communication-Verbal & Written
Course Objective	:	Introduction and Establishment of the need for Basic Knowledge, Skills & Behaviour required in the Corporate Business World.
Course Outcomes	:	At the end of this course, students will be able to:
	CO 1	Understand the Importance of Verbal, Non-Verbal, and Written Communication in all Walks of Life
	CO 2	Analyze the appropriateness of the Dress-code according to different Situations & Circumstances
	CO 3	Apply the creative concepts to create and innovate.
	CO 4	Understand, Analyze, and set effective Goals
	CO 5	Evaluate different situations for effective decision-making
	CO 6	Understand and Evaluate Conflict for Effective Resolution.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
4	0	0	4	100	50	0	0	150

*Legends: **L**-Lecture; **T**–Tutorial/Teacher Guided Theory Practice; **P** – Practical, **C** – Credit, **SEE** – Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))*

Course Content

Module No.	Topics	Teaching Hours	Weightage	Mapping With CO
1	**Self-Awareness** Understanding the Importance of Learning and Personal Growth, The Success Triangle: Exploring the Combination of Skills, Attitude, and Knowledge for Success, Embracing Change Management: Learning to Adapt and Thrive in a Dynamic Environment, Enhancing Soft Skills: Learning with Fun and Engaging Activities, Introduction to SWOT Analysis: Identifying Your Strengths, Weaknesses, Opportunities,	10	16%	CO 1

	and Threats, Goal Setting: Using the SMART Technique to Set Achievable Objectives			
2	**Effective Communication** Introduction to Communication Types: Verbal, Non-verbal, and Para-verbal Communication, Crafting a Powerful Self Introduction, Managing Conflicts through Assertive Communication, Negotiating Assertively for Win-Win Solutions	15	25%	CO 2
3	**Impression Management** Building and Maintaining a Professional LinkedIn Profile, Professional Grooming and Attire: Presenting Yourself with Confidence, CV vs. Resume: Understanding the Difference and Creating Effective Resumes, Designing an Impactful Curriculum Vitae, Crafting an Effective Cover Letter to Complement Your Curriculum-Vitae	10	16%	CO 3
4	**Corporate Readiness** The 4 Ps of Presentation: Preparing, Planning, Practicing, and Presenting, Developing Content for Presentations: Ensuring Clarity and Relevance, Individual and Group Presentations: Enhancing Public Speaking Skills, Understanding Appropriate Gestures and Postures during Presentations, Effective Usage of Microsoft PowerPoint: Creating Engaging Visuals, Understanding the Structure of Professional Emails, Practicing Email Etiquette and Using Appropriate Salutations, Types of Emails: Formal and Informal Communication.	10	16%	CO 4
5	**Group Discussion & Personal Interview** Introduction to Group Discussion and Its Significance, Types of Group Discussions: Factual, Abstract, and Controversial Topics, Skills Assessed during Group Discussion: Content Generation and Communication Techniques, Structure and Process of Group Discussion: Effective Participation Strategies, Practice Sessions: Group Discussions on Various Topics, Preparing for Interviews: Steps to Enhance Interview Readiness, Do's and Don'ts of Interviews and Successful Answering Techniques, Practice Sessions: Responding to General Questions, Behavioural & Situational Questions, Domain-Related Questions, and CV-Related Questions.	10	16%	CO 5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy					
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	**40**	**40**	**20**	**-**	**-**	**-**

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Zendesk-Client & Customers, You Need
2	Shay & Margaret McCannon: Conflict Management in Workplace: Managing Disagreements
3	Alan Barker: Improve your Communication Skills: Present with Confidence; Write with Style
4	Marco Tapia: Interpersonal Communication Skills
5	

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	The Internal Journal of Communication
2	The Hindu Newspaper
3	Economic Times