

<b>Name of Faculty</b>	:	Faculty of Commerce & Management
<b>Name of Program</b>	:	Master of Business Administration with Industry Collaboration
<b>Course Code</b>	:	1MAA01
<b>Course Title</b>	:	Corporate Awareness Assessment Program (CAAP)
<b>Type of Course</b>	:	Professional Core (PC)
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	Basic English Communication-Verbal & Written
<b>Course Objective</b>	:	Introduction and Establishment of the need for Basic Knowledge, Skills & Behaviour required in the Corporate Business World.
<b>Course Outcomes</b>	:	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				
L	T	P		C	Theory Marks		Practical Marks	
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	<b>Self-Awareness</b> 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	<b>Effective Communication</b> 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	<b>Impression Management</b> 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	<b>Corporate Readiness</b> 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	<b>Group Discussion &amp; Personal Interview</b> 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
<b>Weightage</b>	<b>40</b>	<b>40</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>

*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