

GANPAT UNIVERSITY

FACULTY OF ENGINEERING & TECHNOLOGY

Programme	Bachelor of Technology	Branch/Spec.	Computer Science and Business Systems						
Semester	II	Version	1.0.0.0						
Effective from Academic Year	2026-27	Effective from the batch admitted in	July 2026						
Course Code	2HSM1105	Course Name	Business Communication and Value Science – II						
Course Category	Humanities, Social Science & Management Courses (HSM)								
Teaching Scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0	0	2	Theory	50	50	100
Hours	2	0	0	0	2	Practical	0	0	0
Pre-requisites:									
Basic knowledge of high school English.									
Course Outcomes									
COs	Description								
CO1	Develop effective writing, reading, presentation and group discussion skills.								
CO2	Introduce them to key concepts of: a) Morality b) Behavior and beliefs c) Diversity & Inclusion.								
CO3	Develop materials to create an identity for an organization dedicated to a social cause								
CO4	Identify individual personality types and role in a team.								
Theory Syllabus									
Unit	Content								Hours

1	<p>Icebreaker. 1) Participate in ‘Join Hands Movement’. Individual identification of social issues.2) Each Individual chooses one particular social issue which they would like to address. 3) Class to be divided in teams for the entire semester. All activities to be done in teams and the grades, credit points will be captured in the leader board in the class room.4) Theory to introduce the participant Slam book to be used for capturing individual learning points and observations.</p> <p>Understand tools of structured written communication Research on the social cause each group will work for.</p> <p>Understand tools of structured written communication Class discussion- Good and Bad Writing. Common errors, punctuation rules, use of words. Group Practical – As a group, they will work on the social Issue identified by them. Research, read and generate a report based on the findings. (Apply the learning and recap from the session)</p> <p>Create communication material to share concepts and ideas Practical: Plan and design an E Magazine. Apply and assimilate the knowledge gathered from Sem-1 till date. Share objective & guideline. All members to contribute an article to the magazine, trainer to evaluate the content.</p> <p>Understand tools for Lucid writing Lucid Writing: Encourage the students to go through the links given about Catherine Morris and Joanie McMahon’s writing techniques.</p> <p>Create communication material to share concepts and ideas Create the magazine SATORI – Participants share the personal take away acquired from GD, writing and reading skills activities captured in their handbook. Share the most important learning points from the activities done so far and how that learning has brought a change.</p> <p>Use electronic/social media to share concepts and ideas Launching an E Magazine.</p> <p>Quiz Time</p>	08
2	<p>Develop materials to create an identity for an organization dedicated to a social cause Each group will form an NGO. Create Vision, Mission, Value statement, tagline and Design a logo.</p> <p>Understand the basics of presentation Introduction to basic presentation skills & ORAI app Apply effective techniques to make presentations.</p> <p>Groups to present their NGOs. Apply the learning gathered from session 2. Presentation to be recorded by the groups. feedback from the audience/ Professor</p> <p>Assess presentation based on given criteria Group to come back and share their findings from the recording. Post work- individual write up to be written and evaluated for the E- magazine</p> <p>Create communication material to share concepts and ideas / Use electronic/social media to share concepts and ideas Prepare and publish the Second episode of the E Magazine.</p> <p>Understand the tools for speed reading / Apply the basic concepts of speed reading, skimming and scanning. Speed Reading session: Introduction to skimming and scanning; practice the same.</p> <p>SATORI – Join the dots- Participants to connect their learning gathered from AIP Unit-2 with their existing curriculum</p> <p>Quiz Time</p>	07

3	<p>Develop materials to create an identity for an organization dedicated to a social cause Ad campaign- Brain storming session- Students to discuss and explore the means of articulating and amplifying the social issue their NGOs are working for.</p> <p>Create communication material to share concepts and ideas. Design a skit- a) write the script articulating the message of their respective NGOs. Read out the script. (Skit time-5 minutes). Feedback of Theory.</p> <p>Use electronic/social media to share concepts and ideas Promote the play through a social media and gather your audience. Enact the play. Capture the numbers of likes and reviews. Theory to assign grades to individual team.</p> <p>Identify individual personality types and role in a team. (1) Theory to find out from the participants their views, observations and experiences of working in a team(2) Intro of Dr. Meredith Belbin and his research on team work and how individuals contribute.</p> <p>Identify individual personality types and role in a team. Cont. (3) Belbin's 8 Team Roles and Lindgren's Big 5 personality traits.(4) Belbin's 8 team player styles</p> <p>Identify individual personality types and role in a team. (1) Team Falcon Practical to identify individual personality traits with Belbin's 8 team player styles</p> <p>Recognize the concepts of outward behavior and internal behaviour (2) Similar personality types to form groups (3) Groups present their traits.</p> <p>Create communication material to share concepts and ideas. / Use the electronic/social media to share concepts and ideas Prepare and publish the third episode of the E Magazine. SATORI – (join the dots with participants personal life) Participants share the personal take away acquired from working in teams, GD, learning about presentations, presenting their NGOs</p> <p>Quiz Time</p>	08
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Understand the basic concepts of Morality and Diversity

Ten minutes of your time – a short film on diversity. Play the video (link to be attached in the FG)

Understand the basic concepts of Morality and Diversity

Discuss key take away of the film. Theory to connect the key take away of the film to the concept of empathy.

Understand the basic concepts of Morality and Diversity

Touch the target (Blind man) - Debriefing of the Practical. Film: “The fish and I” by Babak Habibifar” (1.37mins)

Create communication material to share concepts.

Groups to create a story – 10 minutes of a person's life affected by the social issue groups are working on. Narrate the story in first person. Feedbacks to be shared by the other groups.

Understand the basic concepts of Morality and Diversity

Research on a book, incident or film based on the topic of your respective NGO

Create communication material to share concepts.

Write a review in a blog on the topics they are covering in their research. Theory will give grades to each team.

Understand the basic concepts of Morality and Diversity

Session on Diversity & Inclusion- Different forms of Diversity in our society.

Create communication material to share concepts.

Teams to video record interviews of people from diverse groups (Ask 5 questions). Share the recordings in FB

Argue on a topic based on morality and diversity

Debate on the topic of diversity with an angle of ethics, morality and respect for individual (In the presence of an external moderator). Groups will be graded by the professor.

Articulate opinions on a topic with the objective of influencing others

Prepared speech- Every student will narrate the challenges faced by a member of a diverse group in 4 minutes (speech in first person). Theory to give feedback to each student.

Understand the basic concepts of Morality and Diversity

Discussion on TCS values, Respect for Individual and Integrity.

Create communication material to share concepts and ideas / Use the electronic/social media to share concepts and ideas

Prepare and publish the final episode of the E Magazine.

SATORI –Participants share the personal take away acquired from working in teams, GD, learning about presentations and understanding diversity inclusion.

Use tools of structured written communication

Revisit your resume Include your recent achievements in your resume.

Quiz Time**Organize an event to generate awareness and get support for a cause**

Project- 1) Each team to look for an NGO/ social group in the city which is working on the issue their college group is supporting.

- Spend a day with the NGO/ social group to understand exactly how they work and the challenges they face.
- Render voluntary service to the group for one day
- Invite the NGO/ social group to address their university students for couple of hours. Plan the entire event, decide a suitable venue in the university, gather audience, invite faculty members etc. (they need to get their plan ratified their professor). Outcome-- Host an interactive session with the NGO spokesperson
- The groups to present their experience of a day with the NGO and inspire students to work for the cause.

Text Books	
1	There are no prescribed texts for Semester 2 – there will be handouts and reference links shared.
Reference Books	
1	Guiding Souls : Dialogues on the purpose of life; Dr. A.P.J Abdul Kalam ;Publishing Year-2005; Co-author--Arun Tiwari
2	The Family and the Nation; Dr. A.P.J Abdul Kalam; Publishing year: 2015; Co-author: Acharya Mahapragya
3	The Scientific India: A twenty First Century Guide to the World around Us; Dr. A.P.J Abdul Kalam; Publishing year: 2011; Co-author- Y.S.Rajan
4	Forge Your Future: Candid, Forthright, Inspiring ; Dr. A.P.J Abdul Kalam; Publishing year: 2014
5	Abundance: The Future is Better Than You Think; Peter H. Diamandis and Steven Kotler; Published: 21 Feb, 2012; Publisher: Free Press
6	Start With Why: How Great Leaders Inspire Everyone to Take Action; Simon Sinek; Published: 6 October 2011; Publisher: Penguin
7	Advertising & IMC: Principles and Practice; Sandra Moriarty, Nancy D. Mitchell, William D. Wells; Published: 15 June 2016; Publisher: Pearson Education India
Web Reference	
1	ETHICS FUNDAMENTALS AND APPROACHES TO ETHICS https://www.eolss.net/Sample-Chapters/C14/E1-37-01-00.pdf
2	ETHICS FUNDAMENTALS AND APPROACHES TO ETHICS https://www.eolss.net/Sample-Chapters/C14/E1-37-01-00.pdf
3	Five Basic Approaches to Ethical Decision- https://www.pbs.org/wnet/religionandethics/files/2008/09/five_sources.pdf
Online Reference	
1	https://youtu.be/CsaTslhSDI
2	https://m.youtube.com/watch?feature=youtu.be&v=IIKvV8_T95M
3	https://m.youtube.com/watch?feature=youtu.be&v=e80BbX05D7Y
4	https://m.youtube.com/watch?v=dT_D68RJ5T8&feature=youtu.be
5	https://m.youtube.com/watch?v=7sLLEdBgYYY&feature=youtu.be

Mapping of COs, POs, and PSOs														
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	3	3	0	1	2	0	1	3	3	2	2	1	2	3
CO2	3	3	0	0	1	1	2	1	1	2	2	2	2	3
CO3	2	1	0	1	3	3	3	1	3	2	1	2	3	3
CO4	2	1	0	0	1	2	2	3	3	3	2	2	2	3

Bloom's Taxonomy Level				
Unit	Unit Title	Aligned COs	Learning Hours	BTL Level
1	Create communication material to share concepts and ideas	CO1	08	U,C,A,E
2	Develop materials to create an identity for an organization dedicated to a social cause	CO3	07	R,U,C,A,E
3	Develop materials to create an identity for an organization dedicated to a social cause	CO3,CO4	08	R,N,C,E
4	Understand the basic concepts of Morality and Diversity	CO2	07	U,C,A,E

Note:

- Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)
- 1 Hour Lecture = 1 Credit, 1 Hour Tutorial = 1 Credit, 2 Hours Practical = 1 Credit, 2 Hours Internship/Project/Seminar = 1 Credit
- Bloom's Taxonomy Level (BTL): R: Remember, U: Understand, A: Apply, N: Analyze, E: Evaluate, and C: Create