

CBEL Code: ELE-403

Course Name: IMPACT COMMUNICATION

Duration: 40 Hrs.

Credits: 4		
Lecture Hours	Practical/Activity Hours	Mode
16	24	Blended

Overview

The course is aimed to train and groom the students to face the upcoming challenges and impediments in their professional lives through IMPACT COMMUNICATION. The main objective is to inculcate the confidence and the willpower within our students that “Yes even I can do it!”. By the end of the course, the students will be able to present themselves in the professional and social front with confidence and will be able to continue and carry forward a discussion in English with ease and make their presence felt! Besides, they will be able to accomplish the task of impactful business writing, dress to the occasion and groom themselves for formal meetings to make a lasting impression.

Activity /Assignment Areas
Watching videos on corporate dressing and manners and etiquettes suited for the respective field of work. Students will record themselves professionally dressed and make a short video resumé of theirs for the next class.
Watching videos on Youtube as well as listening to various podcasts to improve the listening skills as well as the speaking skills by trying to emulate the style, pitch and tone of the expert speakers
Assessments to understand the growth and progress of the students I [A4]
To prepare a presentation at home and then present in the subsequent class. [A5]
Watching videos on powerful presentations to hone the skills further. [A6]

Watching videos on various field specific interviews and dos and don'ts videos at home. [A7]
Assessments to understand the growth and progress of the students 2 [A9]
IMPACT Employability test (psychometric test, student evaluation test)[A10]
UNITWISE CONTENT [Hrs]
UNIT 1: Introduction to the course- Ice Breaker, getting to know the students well, explaining the overview of the course structure. Showing videos, breaching the wall. [1]
UNIT 2: Power Dressing and video resumé: Discussing the importance of power dressing, tips and tricks to make a strong impact through power dressing. Introduction to correct body postures, facial expressions, corporate etiquettes and manners through videos and presentations. Students will also learn how to make perfect video resumé's to bolster their candidature. [1]
UNITS 3, 4, 5: IMPACT Communication (I, II, III)- Introduction to public speaking, group discussions and debate, learn through active participation the impactful way to create a strong impression. Various activities and audio visuals to make the discourse effective and meaningful. [4]
Unit 6: Interactions [1]
Units 7, 8: IMPACT Presentations I and II- Students will learn to make presentations and will have assignments based on it through videos and instructions from the trainer. [2]
Units 9,10, 11: Interview Skills I,II and III- Students will learn and practice how to crack interviews in one go making a strong and impactful impression through intense one to one interactions and by watching related youtube videos to make them stronger and better each passing day. [3]
Unit 12: Interaction [2]

Unit 13: IMPACT Employability Test- (psychometric test, student evaluation test, one to one interview sessions with CRTT, CLC experts) [2]

Suggested Study Materials & References:

- PPTs, E-notes & Audio-Visual materials (to be provided by the faculty/co-ordinator)
- Corporate Grooming and Etiquette by Sarvesh Gulati Rupa Publications India
- The Art of Interview by James Storey Barnes and Noble.

ASSESSMENT SCHEME				
<input type="checkbox"/> Interim Formative Assessment [A1-A2-A3: 3 Hours] <input type="checkbox"/> Course-end Summative Assessment [A4: 21 Hours]				
Formative Assessment-X				
Sl No.	Hours	Content / Topic	Assessment Type	Marks
A1	1	Content / Topics covered in previous	Theory	20
A2	1	Content / Topics covered in previous	Practical	40
A3	1	Content / Topics covered in previous	Practical	40
Total [A1 + A2 + A3]				100
Summative Assessment-Y				
A4	21	Content / Topics covered till end	Project	100
Computation of Final Score: [X + Y] <ul style="list-style-type: none"> ● X : 20% of total marks obtained out of total marks 100 in Interim Formative Assessment cumulatively (A1+A2+A3) ● Y : 80% of marks obtained out of total marks 100 in Course-end Summative Assessment (A4) 				
Gradation Scheme: <ul style="list-style-type: none"> ▪ 90 – 100 : O : Outstanding ▪ 80 – 89 : A : Excellent ▪ 70 – 79 : B : Very Good ▪ 60 – 69 : C : Good ▪ 50 – 59 : D : Pass 				

Eligibility for Certification:

- Attendance & active participation in lectures/interactions.
- Completion/submission of all the three activities/assignments as part of Formative Assessment [A1, A2 & A3].
- Obtaining minimum Grade D as per the formula for computation of Final Score stated above.

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate.