



MAHATMA GANDHI UNIVERSITY

Kottayam, Kerala

Undergraduate Programmes (HONOURS)
2025 Admission Onwards

SYLLABUS

SIGNATURE COURSE

Name of the College	Rajagiri College of Management & Applied Sciences, Kakkanadu			
Faculty/ Discipline	Journalism and Mass Communication			
Programme	BA (Hons) Journalism and Mass Communication			
Course Coordinator	MARTINA A A			
Contributors	Martina A A ,Ms. Lakshmi K Raghavan, Ms. Devika R Devika Reji			
Course Name	Cross-Culture Communication and Conduct			
Type of Course	SEC			
Specialization title	This Signature Course does not have a specialization.			
Course Code	MG4SECJMCA00			
Course Level	200			
Course Summary	This course introduces students to the principles of workplace etiquette with an emphasis on professional communication, ethical behaviour, teamwork, leadership, and experiential learning. Through classroom instruction, practical activities, field visits, and reflective practices, learners develop essential skills required for effective participation in modern workplaces			
Semester	4	Credits	3	
Course Details	Learning Approach	Lecture	Tutorial	Practical/Lab-P
	Credits	1	1	1
Pre-requisites, if any	Basic English language proficiency and interest in study .			

Course Outcomes (CO)

Number of COs		6	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Use of spoken, written, and non-verbal communication in workplace situations	A, S	PO4, PO5
2	Demonstrate appropriate professional behaviour and workplace discipline	S	PO4, PO5
3	Identify ethical issues at the workplace and act	U, A	PO8
4	Work ethics in teams and show basic leadership qualities	A, S	PO4, PO5
5	Show sensitivity towards diversity, inclusiveness, and social responsibility	U, A	PO5, PO6, PO7
6	Reflect on practical and field experiences to improve personal and professional growth	E, Ap	PO4, PO5, PO10

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	-	-	-	1	1	-	-	-	-	-
CO 2	-	-	-	1	1	-	-	-	-	-
CO 3	-	-	-	-	-	-	-	2	-	-
CO 4	-	-	-	1	2	-	-	-	-	-
CO 5	-	-	-	-	1	1	3	-	-	-
CO 6	-	-	-	1	1	-	-	-	-	3

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Foundations of Workplace Etiquette			
	1.1	Meaning and importance of workplace etiquette	2	["1"]
	1.2	Professional behaviour and first impressions	2	["2"]
	1.3	Grooming, body language, and personal conduct	2	["2"]
	1.4	courtesy, and professionalism	2	["2"]
	1.5	Role play: workplace situations	2	["1", "3"]
2	Communication and Ethics at the Workplace			
	2.1	Verbal and non-verbal communication skills	3	["1"]
	2.2	Listening skills and feedback	5	["2"]
	2.3	Case studies and Group Discussions	5	["2"]
	2.4	Ethical challenges and responsible behaviour	5	["3"]
	2.5	Responsible behaviour challenges	5	["3"]
3	Teamwork, Leadership and Experiential Learning			
	3.1	Teamwork and collaboration	3	["4"]
	3.2	Leadership qualities and responsibility	4	["4"]
	3.3	Managing diversity and inclusiveness	5	["4"]
	3.4	Field visit to a workplace / service organisation	5	["5"]
	3.5	Practical session with external organisation	5	["6"]
	3.6	Reflective journal preparation	5	["6"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Classroom Procedure (Mode of transaction) Role play, Critical thinking, Teamwork, and Leadership skills.
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Both
	A. Continuous Comprehensive Assessment (CCA) • Theory - 15 Marks Test • Practical - 15 Marks Activity
	B. End Semester Evaluation (ESE) • Theory - 35 Marks Assessment Methods – Theory Duration of Examination – 1.25 Hrs Pattern of examination for Theory – Non-MCQ Different parts of written examination – Part - A , B , C Answer Type: ◦ PART - A ◦ One word - (15 out of 15) – 15 × 1 = 15 ◦ PART - B ◦ Short Essays - (2 out of 4) – 2 × 5 = 10 ◦ PART - C ◦ Essays - (1 out of 2) – 1 × 10 = 10 • Practical - 35 Marks Assessment Methods – Theory Duration of Examination – 1.00 Hrs

References

- Mullins, L. J. Management and Organisational Behaviour. Pearson.
- Robbins, S. P. Organisational Behaviour. Pearson Education.

Suggested Readings

- Carnegie, Dale. How to Win Friends and Influence People.
- Pease, Allan & Barbara. The Definitive Book of Body Language.
- NCERT. Ethics and Human Values.

Affidavit

- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and MARTINA A A, retain the copyright of this syllabus and expressly prohibit its distribution in complete form to any institution outside our own.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu, agree to appoint a new course coordinator for the proposed Cross-Culture Communication and Conduct in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and MARTINA A A, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.



MGU-UGP (HONOURS)

Syllabus