AKTU · 2ND YEAR · BAS301 / BAS401

Technical Communication

Unit 5 — Professional Ethics and Job Search

- Professional Ethics in the Workplace
- Plagiarism and Copyright Issues in Technical Writing
- Resume and Curriculum Vitae (CV) Preparation
- Strategies for Job Interviews and Group Discussions
- Corporate Etiquette and Workplace Communication
- Cross-Cultural Communication in Global Environments



DECODED BY

Chirag Jain

Founder, Ycotes · Gold Medalist in Artificial Intelligence, IIT Madras · taught 10,000+ students

theycotes.com

Professional Ethics in the Workplace

Professional ethics are the moral principles that guide the conduct of professionals in their work environment.

- Integrity: Maintaining honesty and transparency in all professional dealings.
- Accountability: Taking responsibility for one's actions, decisions, and their outcomes.
- Objectivity: Making decisions based on facts rather than personal biases or emotions.
- Confidentiality: Protecting sensitive information belonging to the organization or clients.
- Professionalism: Adhering to standards of conduct, dress, and communication expected in the industry.

Plagiarism in Technical Writing

PLAGIARISM

The act of using someone else's ideas, words, or work without proper attribution, presenting it as one's own.

- Direct Plagiarism: Copying text word-for-word without quotation marks.
- Self-Plagiarism: Reusing one's own previous work without citation.
- Mosaic Plagiarism: Patching together phrases from different sources.
- Consequence: Loss of credibility, legal action, and academic/professional penalties.

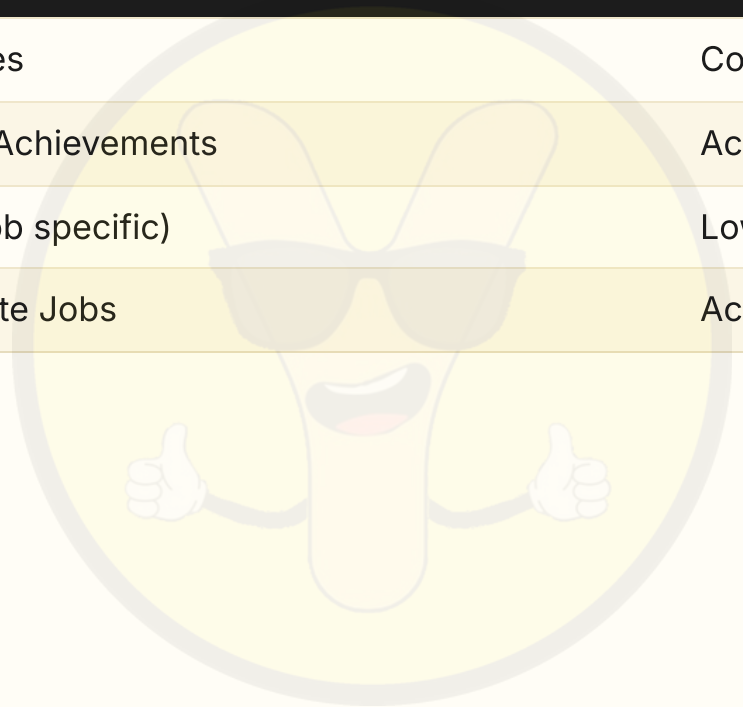
Copyright Issues

Copyright is a legal right that protects original works of authorship.

- Definition: Legal protection for literary, dramatic, musical, and artistic works.
- Fair Use: A legal doctrine allowing limited use of copyrighted material without permission for criticism, news reporting, or research.
- Public Domain: Works not protected by copyright, available for public use.
- Infringement: Unauthorized reproduction or distribution of protected material.
- Attribution: Mandatory practice of citing sources to avoid copyright violation.

Resume vs. Curriculum Vitae (CV)

Feature	Resume	CV
Length	1-2 pages	Comprehensive/Long
Focus	Skills & Achievements	Academic & Research
Customization	High (Job specific)	Low (Fixed format)
Usage	Corporate Jobs	Academic/Scientific

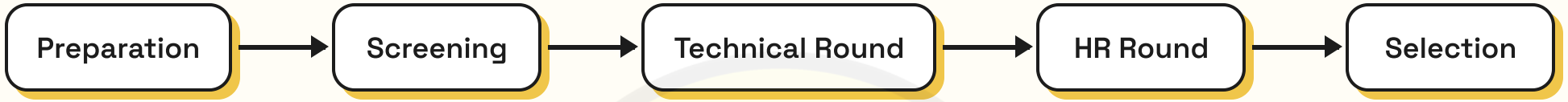


Resume Preparation Guidelines

A resume is a marketing document designed to secure an interview.

- Contact Information: Name, phone, email, and LinkedIn profile.
- Professional Summary: A concise statement highlighting career goals and value proposition.
- Work Experience: Reverse chronological order with bulleted achievements.
- Education: Degree, institution, year of passing, and relevant GPA.
- Skills: Technical proficiency and soft skills relevant to the job description.
- Formatting: Use standard fonts, consistent margins, and clear headings.

Job Interview Process

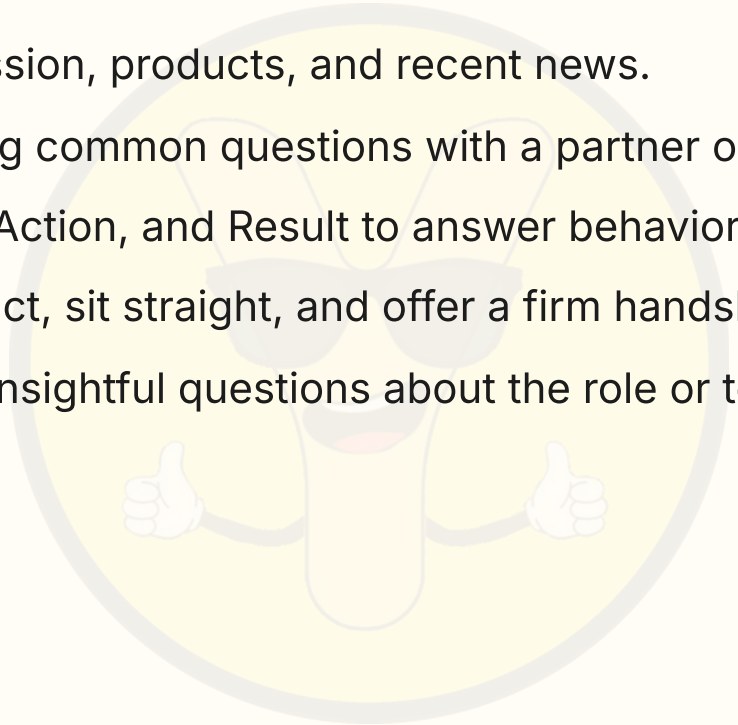


The standard flow of a professional job interview cycle.

Strategies for Job Interviews

Effective preparation is the key to success in job interviews.

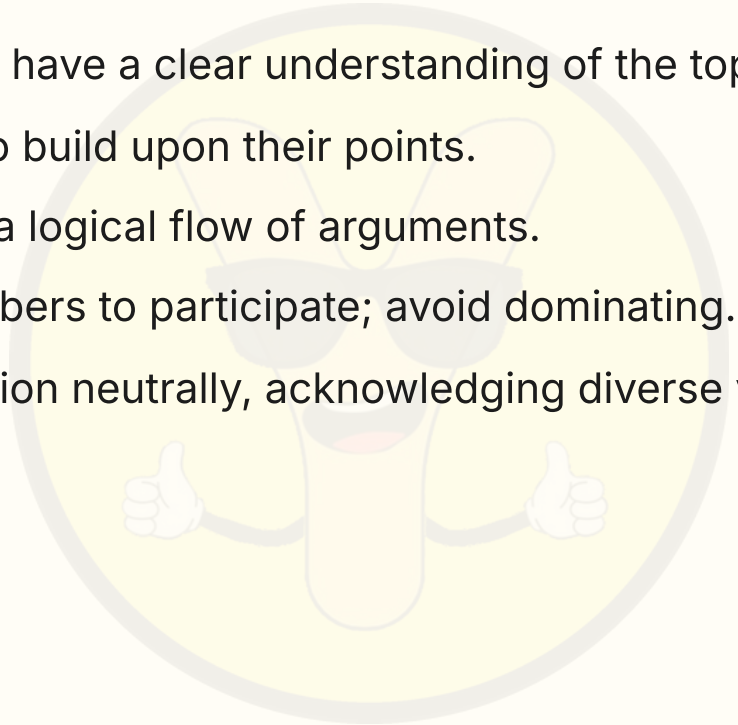
- Research: Study the company's mission, products, and recent news.
- Mock Interviews: Practice answering common questions with a partner or mirror.
- STAR Method: Use Situation, Task, Action, and Result to answer behavioral questions.
- Body Language: Maintain eye contact, sit straight, and offer a firm handshake.
- Questions for Interviewer: Prepare insightful questions about the role or team culture.



Group Discussion (GD) Strategies

GDs evaluate communication, leadership, and teamwork skills.

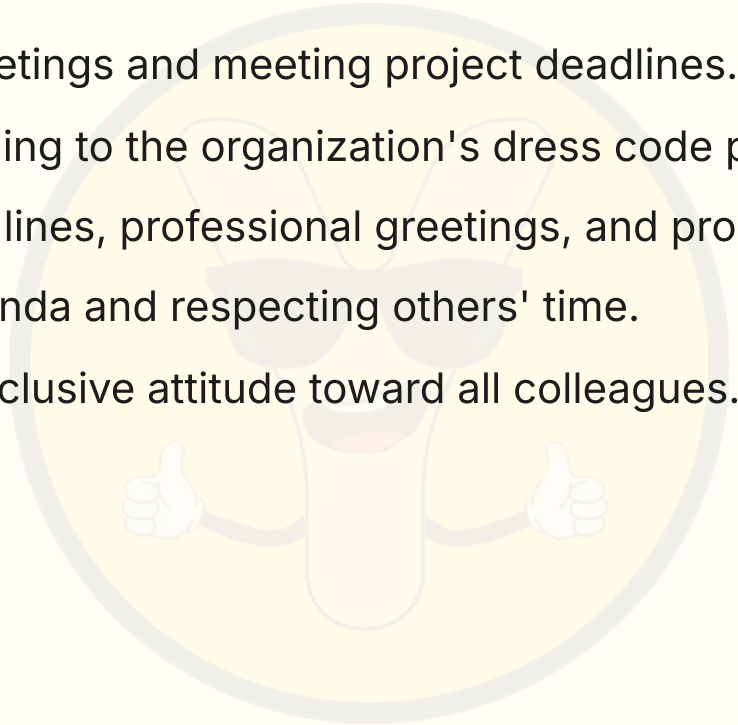
- Initiation: Start the discussion if you have a clear understanding of the topic.
- Listening: Actively listen to others to build upon their points.
- Clarity: Speak clearly and maintain a logical flow of arguments.
- Teamwork: Encourage quieter members to participate; avoid dominating.
- Conclusion: Summarize the discussion neutrally, acknowledging diverse viewpoints.



Corporate Etiquette

Corporate etiquette refers to the code of behavior expected in a professional setting.

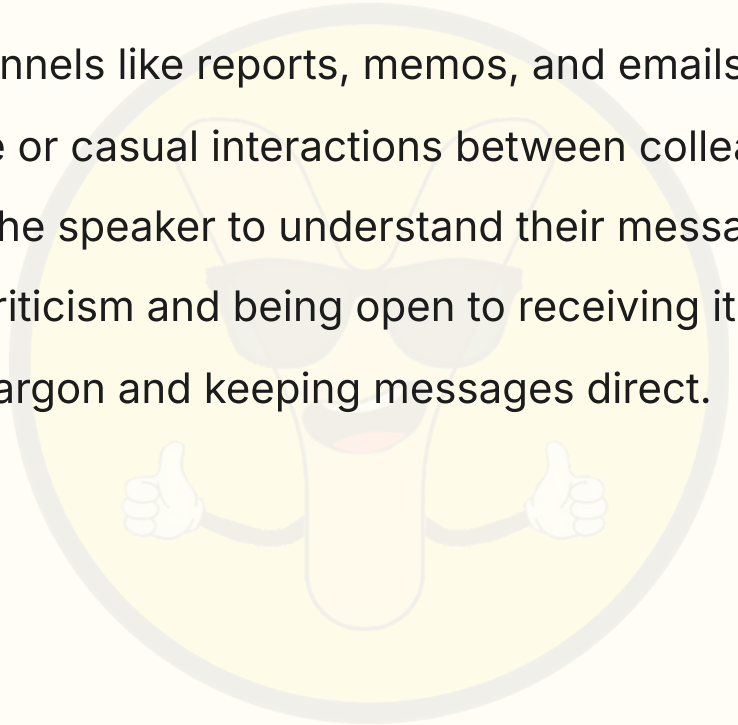
- Punctuality: Arriving on time for meetings and meeting project deadlines.
- Professional Attire: Dressing according to the organization's dress code policy.
- Email Etiquette: Using clear subject lines, professional greetings, and proofreading.
- Meeting Conduct: Preparing an agenda and respecting others' time.
- Respect: Maintaining a polite and inclusive attitude toward all colleagues.



Workplace Communication

Effective communication is essential for organizational efficiency.

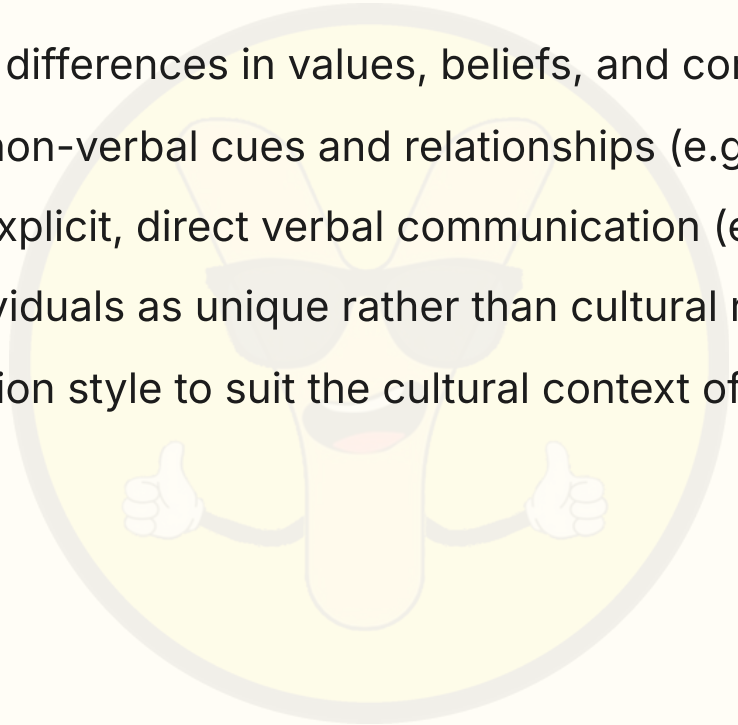
- Formal Communication: Official channels like reports, memos, and emails.
- Informal Communication: Grapevine or casual interactions between colleagues.
- Active Listening: Focusing fully on the speaker to understand their message.
- Feedback: Providing constructive criticism and being open to receiving it.
- Clarity and Conciseness: Avoiding jargon and keeping messages direct.



Cross-Cultural Communication

Communicating effectively across diverse cultural backgrounds in a global environment.

- Cultural Awareness: Understanding differences in values, beliefs, and communication styles.
- High-Context Cultures: Relying on non-verbal cues and relationships (e.g., Japan).
- Low-Context Cultures: Relying on explicit, direct verbal communication (e.g., USA).
- Avoiding Stereotypes: Treating individuals as unique rather than cultural representatives.
- Adaptability: Adjusting communication style to suit the cultural context of the listener.



Exam corner

- **Q1** Define professional ethics and explain its importance in the workplace.
- **Q2** Differentiate between Resume and Curriculum Vitae with examples.
- **Q3** Explain the STAR technique for answering behavioral interview questions.
- **Q4** What is plagiarism? Discuss its consequences in technical writing.
- **Q5** Describe the essential components of a professional resume.
- **Q6** How does cross-cultural communication impact global business operations?
- **Q7** List five key rules of corporate email etiquette.
- **Q8** What are the qualities of a successful participant in a group discussion?

Unit 5 done. You are exam-ready.

Revise the Exam corner once more, then open Unit 1 on theycotes.com. Every AKTU subject, unit by unit, free. Notes by Chirag Jain, Ycotes.

