

PROFESSIONAL COMMUNICATION

Course Code		Year		Semester	
Course Category	Humanities	Branch	Common to all	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	NIL
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO1	Communicate proficiently in interviews and all social situations.(L2)
CO2	Demonstrate an ability to use effective verbal and non-verbal communication skills. (L3)
CO3	Use the formats, strategies and possible content of business communication at work place.(L3)
CO4	Prepare professional documents including web related(On-line) communication. (L4)
CO5	Analyze texts, diagrams and improve both reading and writing skills which would help in academics as well as professional career.(L4)

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (H-High3, M-Medium-2, L- Low-1)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2									3	3		3		
CO3									3	3		3		
CO4									3	3		3		
CO5									3	3		3		

SYLLABUS

UNIT NO.	CONTENT	Mapped CO
I	<ul style="list-style-type: none"> ➤ Verbal communication – conciseness, clarity, correctness ➤ Non-verbal communication – body language ➤ Barriers to communication ➤ Reading Short Passages, News Articles, Technical Papers and Short Stories - Note making and note taking. 	CO1, CO2, CO5
II	<ul style="list-style-type: none"> ➤ Professional Letters – Purpose, Style and format. 	CO1, CO3,

	<ul style="list-style-type: none"> ➤ E- mail – format and etiquette. ➤ Presentation skills ➤ Group discussion 	CO4
III	<ul style="list-style-type: none"> ➤ Technical Report writing – Types: Business/Technical, Components, Style and Formats – Writing a Technical Proposal. ➤ Administrative drafting and correspondence - Memos, Minutes and Web notes. 	CO1, CO3, CO4
IV	<ul style="list-style-type: none"> ➤ Information transfer. ➤ Meeting skills ➤ Team dynamics 	CO1,CO2, CO5
V	<ul style="list-style-type: none"> ➤ Job application - Resume – Structure of Resume/CV – covering letter – writing SOPs. ➤ Interview Skills: types of interviews, successful interviews, interview etiquette, dress code, body language, telephone/online interviews, one-to-one interview & panel interview, FAQs related to job interviews, answering strategies. 	CO1,CO2, CO4

LEARNING RESOURCES

Reference Books:

1. Basu B.N. Technical Writing, 2011 Kindle edition
2. C Muralikrishna & Sunitha Mishra, Communication Skills for Engineers, 2nd edition, NY: Pearson, 2011.
3. Bailey, Stephen. *Academic writing: A handbook for international students*. Routledge, 2014.
4. Skillful Level 2 Reading & Writing Student's Book Pack (B1) Macmillan Educational.

e- Resources & other digital material:

1. <https://www.britishcouncil.org/english>
2. <http://www.5minuteenglish.com/>
3. <http://www.bbc.co.uk/learningenglish/>
4. <http://www.better-english.com/>
5. <http://www.nonstopenglish.com/>
6. <https://www.usingenglish.com/comprehension/>
7. <https://www.englishclub.com/reading/short-stories.htm>
8. <https://www.english-online.at/>
9. <https://www.englishclub.com/>
10. <http://www.world-english.org/http://learnenglish.britishcouncil.org/>

Online Dictionaries:

Cambridge dictionary online; MacMillan dictionary; Oxford learner's dictionaries