

## Professional Communication

<b>Course Code</b>	19HS5601G	<b>Year</b>	III	<b>Semester</b>	II
<b>Course Category</b>	Open Elective-II	<b>Branch</b>	Common to all	<b>Course Type</b>	Theory
<b>Credits</b>	3	<b>L-T-P</b>	3-0-0	<b>Prerequisites</b>	NIL
<b>Continuous Internal Evaluation</b>	30	<b>Semester End Evaluation</b>	70	<b>Total Marks</b>	100

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

<b>Contribution of Course Outcomes towards achievement of Program Outcomes &amp; Strength of correlations (H-High3, M-Medium-2, L- Low-1)</b>														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
<b>CO1</b>														
<b>CO2</b>									3	3		3		
<b>CO3</b>									3	3		3		
<b>CO4</b>									3	3		3		
<b>CO5</b>									3	3		3		

<b>SYLLABUS</b>		
<b>UNIT NO.</b>	<b>CONTENT</b>	<b>Mapped CO</b>
<b>I</b>	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
<b>II</b>	Professional Letters – Purpose, Style and format. E- mail – format and etiquette. Presentation skills Group discussion	CO1, CO3, CO4

<b>III</b>	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
<b>IV</b>	Information transfer. Meeting skills Team dynamics	CO1, CO2, CO5
<b>V</b>	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, 2 nd 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