

22TP204 PROFESSIONAL COMMUNICATION

Hours Per Week :

L	T	P	C
0	0	2	1

PREREQUISITE KNOWLEDGE: High School-level English.

COURSE DESCRIPTION AND OBJECTIVES:

To improve the overall professional communication skills (LSRW) of students and prepare them for their profession as engineers and managers. To provide them exposure to conventions of corporate communication and training them on how to function in the business world.

MODULE-1

UNIT-1

0L+0T+8P=8 Hours

BASICS OF BUSINESS WRITING SKILLS, PRACTICING BUSINESS CORRESPONDENCE AND REPORT WRITING:

Business English Vocabulary: Glossary of most commonly used words (formal and informal usage).

Elements of Technical Writing: Sentence structure, reducing verbosity, arranging ideas logically, building coherence, cohesive devices and transitional words.

Mechanics of Writing: elementary rules of grammar, choice of diction, elementary principles of composition, matters of form, punctuation, conventions of business communication, language and professional tone, code of conduct (not sending illegal, offensive, disparaging personal remarks or comments) in written business communication.

Business Correspondence: E-mail: nature and scope, e-mail etiquette, clear call for action, common errors in composing e-mails, office communication such as meeting agenda and notice, circular and memo.

Letter-Writing: Formal and informal letters, structure of formal letters, expressions of salutations, different types of letters [such as sales letter, complaint letter, response to the complaint letter (dispute resolution), letter of permission, letter of enquiring, claim letter – letter of apology etc], introductory and concluding paragraphs and clear call for action.

Professional Proposal/Report: Differentiating proposals and reports, Drafting formal business proposals, types of reports such as factual reports, feasibility reports and survey reports, parts of a report (such as title page, declaration, acknowledgements, table of contents, abstract, introduction, findings, conclusion and recommendations).

New Age Corporate Communication Media: Importance of social media communication and Etiquettes, form and structure, sharing texts through Twitter, Whatsapp, instagram etc.

UNIT-2

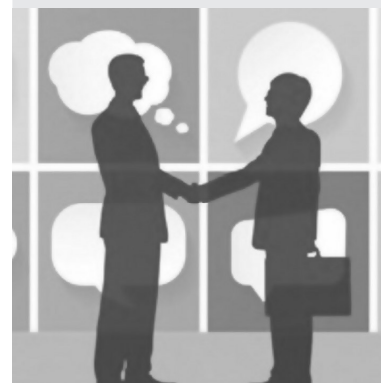
0L+0T+8P=8 Hours

PRACTICING COMMUNICATIVE LANGUAGE IN VARIOUS PROFESSIONAL CONTEXTS:

Speaking: Speaking in business context, assertiveness, politeness, making requests, queries and questions, negotiations, asking for information, offering suggestions, conflict resolution, contacting clients, initiating, addressing delegates (in public), delivering the presentation effectively, telephone etiquettes, delivering seminar/proposal/report effectively, team meeting etiquettes (face to face and conference call), making effective one minute presentations(JAM) and participating in Group Discussions.

PRACTICES:

- Basic grammar practice, framing paragraphs on topics allocated, paraphrasing an article or a video in your own words, finding topic sentences in newspaper articles, finding out new words from a professional viewpoint and understanding the meaning and its usage.



Source: <https://www.coursera.org/specializations/improve-english>

SKILLS:

- ✓ To enhance listening and spoken abilities of students needed for professional and social success in interpersonal situations, group interactions, and personal and professional presentations.
- ✓ Understand and practice specific functions and vocabulary in a business context.
- ✓ Produce short business reports, proposals and correspondence.
- ✓ Write various business documents through reading techniques.

- Perusing samples of well-prepared business emails, memo, letter writing and short proposals and reports, students will draft business correspondence writing tasks and different proposals/ reports on topics assigned.
- Watching videos/listening to audios of business presentations, classroom activities of team and individual presentations, using PPTs, mock exercises for BEC speaking, agreeing, disagreeing politely, developing content, extended speaking in Group Discussion(s).

MODULE-2**UNIT-1****0L+0T+8P=8 Hours****READING AND COMPREHENDING BUSINESS DOCUMENTS:**

Reading: Reading and comprehending business documents, learning business register, regularizing the habit of reading business news, suitable vocabulary, skimming and scanning a text for effective and speedy reading and dealing with ideas from different sectors of corporate world in different business contexts.

UNIT-2**0L+0T+8P=8 Hours****IMPARTING AND PRACTICING LISTENING SKILLS:**

Listening: Specific information in business context, listening to telephonic conversations / messages and understanding the correct intended meaning, understanding the questions asked in interviews or in professional settings, summarizing speaker's opinion or suggestion, enable active listening.

PRACTICES:

- Hand-outs; matching the statements with texts, finding missing appropriate sentence in the text from multiple choices, using right vocabulary as per the given context and editing a paragraph.
- Working out BEC/TOEFL/IELTS listening exercises with hand-outs; matching the statements with texts, finding missing appropriate sentence in the text from multiple choice- multiple choices, using right vocabulary in context-editing a paragraph, listening to a long conversation such as an interview and answer MCQ s based upon listening.

COURSE OUTCOMES:

Upon successful completion of this course, students will have the ability to:

CO No.	Course Outcomes	Blooms Level	Module No.	Mapping with POs
1	Possess comprehensive skills in listening and reading business texts in formal context.	Apply	2	7
2	Communicate effectively both in their academic as well as professional environment.	Apply	2 & 1	10
3	Clear grasp on the register of business language.	Analyze	1	8
4	Possess the ability to write business reports and proposals clearly and precisely to succeed in their future.	Create	1	12
5	Make effective presentations and participate in formal context.	Create	2	10

TEXT BOOKS:

1. S. Schnurr, "Exploring Professional Communication: Language in Action", London: Routledge, 2013.

REFERENCE BOOKS:

1. Brook Hart Guy, "Cambridge English Business Bench Mark: Upper Intermediate", 2nd Edition: CUP, 2014.
2. Cambridge University Publication, "Cambridge: BEC VANTAGE Practice Papers", CUP, 2002.
3. J. Seely, "The Oxford Guide to Effective Writing and Speaking", Oxford University Press, 2005.