

16EL103 PROFESSIONAL COMMUNICATION LABORATORY

Hours Per Week :

L	T	P	C
-	-	2	1

Total Hours :

L	T	P	WA/RA	SSH/HSB	CS	SA	S	BS
-	-	30	-	-	-	-	-	-



Course Description and Objectives:

The Professional Communication Laboratory course is aimed at improving professional communication skills (LSRW – Listening, Speaking, Reading and Writing) of undergraduate students and preparing them for their profession as engineers and managers. This course will help students to understand professional communication and personality as two interlinked spheres of influence, and provide them with exposure to conventions of corporate communication involved in the functioning of the business world.

Course Outcomes:

The student will be able to :

- clear industry recognized certification such as BEC Vantage by the University of Cambridge.
- stand out both in the professional setting as well as for further pursuits in the academic world.
- succeed confidently in all four critical components of communication - LSRW (listening, speaking, reading and writing).

SKILLS:

- ü *Grammar rules in writing sentences, paragraphs and paraphrasing.*
- ü *Compose business emails, memos, letters, reports and proposals.*
- ü *Comprehend business articles and documents.*
- ü *Use of expressions in professional context and acquire presentation skills like one minute talk and pair discussion.*
- ü *Familiarize and comprehend British accent by listening to recorded speeches and discussions.*

ACTIVITIES:

- *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. Understanding the meaning and its usage.*
- *Perusing samples of well prepared proposals and reports.*
- *Draft 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.*
- *Presenting (speaking) the written components completed in Unit 1.*
- *Hand-outs; matching the statements with texts.*
- *Finding missing appropriate sentence in the text from multiple choice, multiple choices.*
- *Using right vocabulary as per the given context and editing a paragraph.*

UNIT - 1**Learning-3 Hrs+ Practice -3Hrs =06 Hrs**

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, paragraph level and document level, topic sentence, cohesive devices, transitional words, paraphrasing and précis-writing.

Mechanics of Writing- Stylistic elements, the rapporteur, the purpose, the reader's viewpoint (audience), elementary rules of grammar, choice of diction, elementary principles of composition, matters of form, punctuation, conventions of business communication, language and professional tone, weak links in business correspondence, ethical concerns in business writing, code of conduct (not sending illegal, offensive, disparaging personal remarks or comments) in written business communication.

UNIT - 2**Learning-3 Hrs+ Practice -3Hrs =06 Hrs**

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 minutes of the meeting, 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, conclusions, recommendations, citations, references and appendices).

UNIT - 3**Learning-3 Hrs+ Practice -3Hrs =06 Hrs**

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), features of a good power point presentation (making the PPT), 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.

UNIT - 4**Learning-3 Hrs+ Practice -3Hrs =06 Hrs**

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

UNIT - 5**Learning-3 Hrs+ Practice -3Hrs =06 Hrs**

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 and enable active listening.

TEXT BOOKS: BEC

1. G. B. Hart, "Cambridge English Business Bench Mark: Upper Intermediate", 2nd edition, CUP, 2004.
2. CUP, Cambridge: BEC VANTAGE: Practice Tests, CUP, 2002.

ONLINE REFERENCES:

1. <http://www.cambridgeenglish.org/exams/business-certificates/business-vantage/preparation/>
2. <https://www.youtube.com/watch?v=qxFtn9pGaTI>.