

19HS206 PROFESSIONAL COMMUNICATION LABORATORY

Hours Per Week :

L	T	P	C
-	-	2	1

Total Hours :

L	T	P	WA/RA	SSH/HS	CS	SA	S	BS
-	-	30	15	10	-	10	-	-

Source:
<https://encrypted>

COURSE DESCRIPTION AND OBJECTIVES:

To improve the overall 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.

COURSE OUTCOMES:

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Communicate effectively both in their academic as well as professional environment.	10
2	Grasp the register of business language.	8
3	Possess the ability to write business reports and proposals clearly and precisely to succeed in their future.	12
4	Make effective presentations and participate in formal meetings.	10

SKILLS:

- ✓ *Articulate effective spoken and listening abilities needed for professional and social success in interpersonal situations, group interactions, and personal and professional presentations.*
- ✓ *Explore specific functions and vocabulary in a business context.*
- ✓ *Produce short business reports, proposals and correspondence.*
- ✓ *Write various business documents through reading techniques.*

UNIT - I

P - 6

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: Stylistic elements, 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, code of conduct (not sending illegal, offensive, disparaging personal remarks or comments) in written business communication.

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

UNIT - II

P - 6

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 enquiry, claim letter – letter of apology], 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).

Activity: 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.

UNIT - III

P - 6

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 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.

Activity—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.

UNIT - IV

P - 6

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.

ACTIVITIES:

- o Paraphrasing an article or a video in own words and finding topic sentence in newspaper articles.
- o Finding out new words from a professional view point and understanding the meaning and its usage.
- o Reviewing samples of well prepared proposals and reports.
- o Drafting different proposals / reports on assigned topics.
- o *Classroom activities of team and individual presentations.*
- o *Finding missing appropriate sentence in the text.*
- o Using vocabulary in context.

Activity- Hand-outs; matching the statements with texts, finding missing appropriate sentence in the text from multiple choice, using right vocabulary as per the given context and editing a paragraph.

UNIT - V

P - 6

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

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

REFERENCE BOOKS:

1. Guy Brook Hart, "Cambridge English Business Bench Mark: Upper Intermediate", 2nd edition, Cambridge University Press, 2014.
2. CUP, Cambridge: BEC VANTAGE Practice Papers, Cambridge University Press, 2002.
3. Schnurr, "Exploring Professional Communication: Language in Action". London: Routledge, S 2013.
4. Seely John, "The Oxford Guide to Effective Writing and Speaking". Oxford University Press, 2005.