

## PROFESSIONAL COMMUNICATION

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**Course Code:** BECSE1C024

**Course Title:** Professional Communication

**Semester:** II

**Credits:** 04 (03 Theory and 01 Lab)

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### Rationale

The goal of this course is to equip students with the necessary skills to listen, read, write, and speak so as to comprehend and successfully convey any idea, technical or otherwise, as well as give them the necessary polish to become persuasive communicators.

### Course Outlines

Contents	No. of Lectures
<b><u>Unit-I</u></b> Use of language in communication: Significance of technical communication Vocabulary Development: technical vocabulary, vocabulary used in formal letters/emails and reports, sequence words, misspelled words, compound words, finding suitable synonyms, paraphrasing, verbal analogies. Language Development: subject-verb agreement, personal passive voice, numerical adjectives, embedded sentences, clauses, conditionals, reported speech, active/passive voice. Technology-based communication: Effective email messages, slide presentations, editing skills using software. Modern day research and study skills: search engines, repositories, forums such as Git Hub, Stack Exchange, OSS communities (MOOC, SWAYAM, NPTEL), and Quora; Plagiarism.	<b>10</b>
<b><u>Unit - II</u></b> Reading, Comprehension, and Summarizing: Reading styles, speed, valuation, critical reading, reading and comprehending shorter and longer technical articles from journals, newspapers, identifying the various transitions in a text, SQ3R method, PQRS method, speed reading. Comprehension: techniques, understanding textbooks, marking and underlining, Note-taking: recognizing non-verbal cues.	<b>10</b>
<b><u>Unit -III</u></b> Oral Presentation: Voice modulation, tone, describing a process, Presentation Skills: Oral presentation and public speaking skills, business presentations, Preparation: organizing the material, self-Introduction, introducing the topic, answering questions, individual presentation practice, presenting visuals effectively. Debate and Group Discussions: introduction to Group Discussion (GD), differences between GD and debate; participating GD, understanding GD, brainstorming the topic, questioning and clarifying, GD strategies, activities to improve GD skills.	<b>10</b>
<b><u>Unit - IV</u></b> Listening and Interview Skills Listening: Active and Passive listening, listening: for general content, to fill up information, intensive listening, for specific information, to answer, and to understand. Developing effective listening skills, barriers to effective listening, listening to longer technical talks, listening to classroom	<b>10</b>

lectures, talks on engineering /technology, listening to documentaries and making notes, TED talks. Interview Skills: types of interviews, successful interviews, interview etiquette, dress code, body language, telephone/online (skype) interviews, one-to-one interview & panel interview, FAQs related to job interviews.	
<p style="text-align: center;"><b>Unit - V</b></p> <p>Formal writing: Technical Writing: differences between technical and literary style. Letter Writing (formal, informal and semi formal), Job applications, Minute preparation, CV preparation (differences between Bio-Data, CV and Resume), and Reports. Elements of style, Common Errors in Writing: describing a process, use of sequence words, Statements of Purpose, Instructions, Checklists. Analytical and issue-based Essays and Report Writing: basics of report writing; Referencing Style (IEEE Format), structure of a report; types of reports, references, bibliography.</p>	<b>10</b>

### Course Outcomes

After the completion of the course the student will be able to:

- Develop vocabulary and language skills relevant to engineering as a profession.
- Analyze, interpret and effectively summarize a variety of textual content.
- Create effective technical presentations .
- Discuss a given technical/non-technical topic in a group setting and arrive at generalizations/consensus.
- Identify drawbacks in listening patterns and apply listening techniques for specific needs.
- Create professional and technical documents that are clear and adhering to all the necessary conventions

### Text books

1. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education; 1 edition, 2013.
2. Anand Ganguly, “Success in Interview”, RPH, 5th Edition, 2016.
3. Raman Sharma, “Technical Communications”, Oxford Publication, London, 2004.

### Reference books

1. English for Engineers and Technologists (Combined edition, Vol. 1 and 2), Orient Blackswan 2010.
2. Meenakshi Raman and Sangeetha Sharma,”Technical Communication: Principles and Practice”, 2nd Edition, Oxford University Press, 2011
3. Stephen E. Lucas, "The Art of Public Speaking", 10th Edition; McGraw Hill Education, 2012.
4. Ashraf Rizvi, "Effective Technical Communication", 2nd Edition, McGraw Hill Education, 2017.
5. William Strunk Jr. & E.B. White, "The Elements of Style", 4th Edition, Pearson, 1999.
6. David F. Beer and David McMurrey, Guide to writing as an Engineer, John Willey. New York, 2004.
7. Goodheart-Willcox, "Professional Communication", First Edition , 2017.
8. Training in Interpersonal Skills: Tips for Managing People at Work, Pearson Education, India, 6 edition, 2015.

### Language laboratory

1. **Written:** Letter writing, CV writing, Attending a meeting and Minute Preparation,

Vocabulary Building.

2. **Spoken:** Phonetics, MMFS (Multimedia Feedback System), Mirroring, Elevator Pitch, telephone etiquette, qualities of a good presentation with emphasis on body language and use of visual aids.
3. **Listening:** Exercises based on audio materials like radio and podcasts. Listening to Song. practice and exercises.
4. **Reading:** Speed reading, Reading with the help of Audio Visual Aids, Reading Comprehension Skills.
5. **Mock interview and Debate/Group Discussion:** concepts, types, Do's and don'ts-intensive practice.