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|------------------|--|
| Programme Name/s | : Architecture Assistantship/ Automobile Engineering./ Artificial Intelligence/<br>Agricultural Engineering/<br>Artificial Intelligence and Machine Learning/ Automation and Robotics/ Architecture/<br>Cloud Computing and Big Data/<br>Civil Engineering/ Chemical Engineering/ Computer Technology/ Computer<br>Engineering/<br>Civil & Rural Engineering/ Construction Technology/ Computer Science & Engineering/<br>Fashion & Clothing Technology/<br>Dress Designing & Garment Manufacturing/ Digital Electronics/ Data Sciences/<br>Electrical Engineering/<br>Electronics & Tele-communication Engg./ Electrical Power System/ Electronics &<br>Communication Engg./ Electronics Engineering/<br>Food Technology/ Computer Hardware & Maintenance/ Instrumentation & Control/<br>Industrial Electronics/<br>Information Technology/ Computer Science & Information Technology/<br>Instrumentation/ Interior Design & Decoration/<br>Interior Design/ Civil & Environmental Engineering/ Mechanical Engineering/<br>Mechatronics/<br>Medical Laboratory Technology/ Medical Electronics/ Production Engineering/ Printing<br>Technology/<br>Polymer Technology/ Surface Coating Technology/ Textile Technology/ Electronics &<br>Computer Engg./<br>Travel and Tourism/ Textile Manufactures |
|                  | : AA/ AE/ AI/ AL/ AN/ AO/ AT/ BD/ CE/ CH/ CM/ CO/ CR/ CS/ CW/ DC/ DD/ DE/<br>DS/ EE/ EJ/ EP/ ET/ EX/ FC/ HA/ IC/ IE/ IF/ IH/ IS/ IX/ IZ/ LE/ ME/ MK/<br>ML/ MU/ PG/ PN/ PO/ SC/ TC/ TE/ TR/ TX   |
| Semester         | : Second   |
| Course Title     | : PROFESSIONAL COMMUNICATION   |
| Course Code      | : 312002   |

## I. RATIONALE

Communication is key to smooth and efficient functioning of any industry or business . Professional communication is the need of every organization to maintain ethics, quality and standards. The efficacy of business communication skills are essential for engineering professionals to instruct, guide and motivate peers/ subordinates to achieve desired goals at work place. Strong Communication skills are highly valued in the professional world and contribute to career growth and opportunities. Thus, this course has been designed to enhance the professional communication skills for effective presentation both in written and oral forms at workplace.

## II. INDUSTRY / EMPLOYER EXPECTED OUTCOME

1. Communicate effectively at workplace. 2. Issues can be identified and resolved by brainstorming solutions 3. Effective communication ensures strong decision making

## III. COURSE LEVEL LEARNING OUTCOMES (COS)

Students will be able to achieve & demonstrate the following COs on completion of course based learning

- CO1 - Communicate effectively (oral / spoken and Written) in various formal and informal situations minimizing the barriers.
- CO2 - Develop listening skills through active listening and note taking.
- CO3 - Write circulars, notices and minutes of the meeting.

- CO4 - Draft inquiry letter, complaint letter , Job application with resume / CV, Compose effective E - mails .
- CO5 - Write Industrial reports.

**IV. TEACHING-LEARNING & ASSESSMENT SCHEME**

| Course Code | Course Title               | Abbr | Course Category/s | Learning Scheme          |    |    |     |     |                | Credits | Assessment Scheme |     |       |     |                  |     |       |     |             |   |     |    |             |
|-------------|----------------------------|------|-------------------|--------------------------|----|----|-----|-----|----------------|---------|-------------------|-----|-------|-----|------------------|-----|-------|-----|-------------|---|-----|----|-------------|
|             |                            |      |                   | Actual Contact Hrs./Week |    |    | SLH | NLH | Paper Duration |         | Theory            |     |       |     | Based on LL & TL |     |       |     | Based on SL |   |     |    | Total Marks |
|             |                            |      |                   |                          |    |    |     |     |                |         |                   |     |       |     | Practical        |     |       |     |             |   |     |    |             |
|             |                            |      |                   | CL                       | TL | LL |     |     |                |         | FA-TH             |     | SA-TH |     | Total            |     | FA-PR |     | SA-PR       |   | SLA |    |             |
|             |                            |      |                   |                          |    |    | Max | Max |                |         | Max               | Min | Max   | Min | Max              | Min | Max   | Min |             |   |     |    |             |
| 312002      | PROFESSIONAL COMMUNICATION | PCO  | SEC               | -                        | -  | 2  | -   | 2   |                | 1       | -                 | -   | -     | -   | -                | 25  | 10    | 25@ | 10          | - | -   | 50 |             |

**Total IKS Hrs for Sem. : 0 Hrs**

Abbreviations: CL- ClassRoom Learning , TL- Tutorial Learning, LL-Laboratory Learning, SLH-Self Learning Hours, NLH-Notional Learning Hours, FA - Formative Assessment, SA -Summative assessment, IKS - Indian Knowledge System, SLA - Self Learning Assessment

Legends: @ Internal Assessment, # External Assessment, \*# On Line Examination , @\$ Internal Online Examination  
Note :

1. FA-TH represents average of two class tests of 30 marks each conducted during the semester.
2. If candidate is not securing minimum passing marks in FA-PR of any course then the candidate shall be declared as "Detained" in that semester.
3. If candidate is not securing minimum passing marks in SLA of any course then the candidate shall be declared as fail and will have to repeat and resubmit SLA work.
4. Notional Learning hours for the semester are (CL+LL+TL+SL)hrs.\* 15 Weeks
5. 1 credit is equivalent to 30 Notional hrs.
6. \* Self learning hours shall not be reflected in the Time Table.
7. \* Self learning includes micro project / assignment / other activities.

**V. THEORY LEARNING OUTCOMES AND ALIGNED COURSE CONTENT**

| Sr.No | Theory Learning Outcomes (TLO's)aligned to CO's.   | Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.  | Suggested Learning Pedagogies.  |
|-------|--|--|---|
| 1     | <p>TLO 1.1 Describe the importance of professional communication in given situations</p> <p>TLO 1.2 Identify the types of communication barriers in given situations and suggestive remedies</p> <p>TLO 1.3 Use different types of verbal and non-verbal communication for the given situation</p> | <p><b>Unit - I Professional Communication : An Overview</b></p> <p>1.1 Definition of professional communication- Importance, relevance, Elements and process of communication</p> <p>1.2 7 C's of Professional Communication (Clarity, Conciseness, correctness, Coherent, concrete, courteous and Complete)</p> <p>1.3 Types –Verbal (Oral-Written),Formal, Informal (Grapevine), Vertical</p> <p>1.4 Barriers to communication,Types of barriers (Linguistic, Psychological, Technological )</p> | <p>Language lab</p> <p>Role plays</p> <p>Chalk board</p> <p>Reference books</p> <p>Case studies</p> |

| Sr.No | Theory Learning Outcomes (TLO's) aligned to CO's.  | Learning content mapped with Theory Learning Outcomes (TLO's) and CO's.   | Suggested Learning Pedagogies.   |
|-------|--|---|--|
| 2     | TLO 2.1 Identify the difference between listening and hearing<br>TLO 2.2 Differentiate the types of listening in various situations<br>TLO 2.3 Take notes during lectures, seminars . Make use of types of note taking and note making for different subjects / topics | <b>Unit - II Listening &amp; Note Taking</b><br>2.1 Difference between listening & Hearing<br>2.2 Types of listening a)Active listening<br>b)Passive listening c)Selective listening<br>2.3 Techniques of Note taking , Types of note taking (Outline notes, Mind Mapping, Flowcharts ) | Language Lab<br>Classroom learning<br>NPTEL<br>Role Play                       |
| 3     | TLO 3.1 Prepare notices / agenda for the given type of meeting / information<br>TLO 3.2 Prepare minutes of meeting/s<br>TLO 3.3 Draft a circular for a particular information/ event   | <b>Unit - III Office Drafting</b><br>3.1 Format of Notice and Circular<br>3.2 Drafting Agenda<br>3.3 Preparing Minutes of meeting   | white board<br>Language Lab<br>Reference books<br>Classroom learning           |
| 4     | TLO 4.1 Compose cover letter and CV / Resume for jobs<br>TLO 4.2 Apply E- mail Etiquette for professional purposes<br>TLO 4.3 Compose E- mails for different official purposes   | <b>Unit - IV Writing Skills for Professional Communication</b><br>4.1 Job Application with Resume / CV<br>4.2 E-Mail Etiquettes<br>4.3 Writing official E- Mails to communicate intended purposes<br>4.4 Drafting Enquiry letter and Complaint letter                                   | Language lab<br>Classroom learning<br>NPTEL<br>Reference books                 |
| 5     | TLO 5.1 Compose technical reports<br>TLO 5.2 Draft accident / Investigation/ Daily reports   | <b>Unit - V Report Writing</b><br>5.1 Introduction to report writing<br>5.2 Accident Report<br>5.3 Investigation Report<br>5.4 Daily Report   | Chalk and talk<br>Language Lab<br>Collaborative learning<br>Classroom learning |

## VI. LABORATORY LEARNING OUTCOME AND ALIGNED PRACTICAL / TUTORIAL EXPERIENCES.

| Practical / Tutorial / Laboratory Learning Outcome (LLO)   | Sr No | Laboratory Experiment / Practical Titles / Tutorial Titles | Number of hrs. | Relevant COs |
|--|-------|--|----------------|--------------|
| LLO 1.1 Draw communication cycle using real life examples and explain process of communication.                    | 1     | *Communication Process and Cycle                           | 2              | CO1          |
| LLO 2.1 Undertake the Role play / Group discussion to illustrate types / barriers to communication                 | 2     | Role plays and Group Discussion                            | 2              | CO1          |
| LLO 3.1 Listen to audios in the language lab and make notes of it.   | 3     | *Active Listening  | 2              | CO2          |
| LLO 4.1 Give a presentation / Seminar using 7 C's of Communication.  | 4     | *Presentations / Seminars                                  | 2              | CO1          |
| LLO 5.1 Explain the types of note taking with examples and make notes on any one topic related to your curriculum. | 5     | *Note taking and Note Making                               | 2              | CO2          |
| LLO 6.1 Prepare agenda for meeting and draft minutes of the meeting.   | 6     | *Agenda and Minutes of the meeting                         | 2              | CO3          |



| <b>Practical / Tutorial / Laboratory Learning Outcome (LLO)</b>  | <b>Sr No</b> | <b>Laboratory Experiment / Practical Titles / Tutorial Titles</b>    | <b>Number of hrs.</b> | <b>Relevant COs</b> |
|--|--------------|--|-----------------------|---------------------|
| LLO 7.1 Draft circulars for the given situation .  | 7            | *Office Drafting   | 2                     | CO3                 |
| LLO 8.1 Respond to job advertisements referring newspapers, LinkedIn. Write cover letter with resume /CV.  | 8            | *Type Job Application with Resume / CV                               | 2                     | CO4                 |
| LLO 9.1 Type Four ( formal) E-mails using ethics and etiquette.  | 9            | * E- Mail writing  | 2                     | CO4                 |
| LLO 10.1 Write a detailed report on Accident/ Investigation .  | 10           | *Technical Report writing  | 2                     | CO5                 |
| LLO 11.1 Prepare a case study related to linguistic barriers : language ,pronunciation, punctuation, technical jargon and suggest remedies for the same.               | 11           | *Barriers to Communication   | 2                     | CO1                 |
| LLO 12.1 Draft complaint / enquiry letter for various situations   | 12           | Complaint and Enquiry letter   | 2                     | CO4                 |
| LLO 13.1 List psychological barriers to communication<br>LLO 13.2 Prepare case studies on any two psychological barriers and suggest remedies to overcome the barriers | 13           | Psychological barriers to Communication                              | 2                     | CO1                 |
| LLO 14.1 Draw flow chart and mind mapping for any topic related to the curriculum.   | 14           | *Listening Skills  | 2                     | CO2                 |
| LLO 15.1 Face mock interview arranged by your teacher.   | 15           | * Typed Job Application , Resume / CV/ formal dressing and Interview | 2                     | CO4                 |

**Note : Out of above suggestive LLOs -**

- '\*' Marked Practicals (LLOs) Are mandatory.
- Minimum 80% of above list of lab experiment are to be performed.
- Judicial mix of LLOs are to be performed to achieve desired outcomes.

**VII. SUGGESTED MICRO PROJECT / ASSIGNMENT/ ACTIVITIES FOR SPECIFIC LEARNING / SKILLS DEVELOPMENT (SELF LEARNING)**
**Micro project**

- Conduct an interview of any person and follow the procedure ( interview questions, photo with the interviewee etc.)
- Listening and Speaking are life long learnings . Explain with appropriate examples and real life case studies.
- Collect (four to five) emails with technical jargons, barriers, make required corrections and keep a record of both the mails (original and Corrected one)
- Complete any one certification course of (Two Weeks duration) from (MOOC/ NPTEL/ Coursera/ any other source)related to Communication Skills / Personality Development.
- Prepare a report on aspects of body language
- Prepare a case study on Technological /Psychological barriers to communication

**Reading for vocabulary and sentence structure**

- Read any motivational book and present a review of the book

**Note :**

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. S/he ought to submit it by the end of the semester to develop the industry oriented COs. Each micro-project should encompass two or more COs. The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The total duration of the micro-project should not be less than 15 (fifteen) student engagement hours during the course. In the first four semesters, the micro-project could be group-based. However, in higher semesters, it should be individually undertaken to build up the skill and confidence in every student to become problem solver so that s/he contributes to the projects of the industry. A suggestive list is given here. Similar micro-projects could be added by the concerned faculty.

**VIII. LABORATORY EQUIPMENT / INSTRUMENTS / TOOLS / SOFTWARE REQUIRED**

| Sr.No | Equipment Name with Broad Specifications         | Relevant LLO Number |
|-------|--|---------------------|
| 1     | Language Lab with software and internet facility | All                 |
| 2     | LCD Projector                                    | All                 |
| 3     | Smart Board with networking                      | All                 |
| 4     | Printer  | All                 |

**IX. SUGGESTED WEIGHTAGE TO LEARNING EFFORTS & ASSESSMENT PURPOSE (Specification Table) : NOT APPLICABLE****X. ASSESSMENT METHODOLOGIES/TOOLS****Formative assessment (Assessment for Learning)**

- Term Work, Micro Project

**Summative Assessment (Assessment of Learning)**

- Practical Exam of 25 marks using language lab

**XI. SUGGESTED COS - POS MATRIX FORM**

| Course Outcomes (COs) | Programme Outcomes (POs)                     |                       |                                       |                        |  |                         |                         | Programme Specific Outcomes* (PSOs) |       |       |
|-----------------------|--|-----------------------|---------------------------------------|------------------------|--|-------------------------|-------------------------|-------------------------------------|-------|-------|
|                       | PO-1 Basic and Discipline Specific Knowledge | PO-2 Problem Analysis | PO-3 Design/ Development of Solutions | PO-4 Engineering Tools | PO-5 Engineering Practices for Society, Sustainability and Environment | PO-6 Project Management | PO-7 Life Long Learning | PSO-1                               | PSO-2 | PSO-3 |
| CO1                   | 1  | 1                     | 1                                     |                        | 1  | 3                       | 1                       |                                     |       |       |
| CO2                   | 1  | 1                     |                                       |                        |  | 3                       | 1                       |                                     |       |       |
| CO3                   | 1  |                       |                                       |                        |  | 3                       | 1                       |                                     |       |       |
| CO4                   |  | 1                     |                                       |                        |  | 3                       | 1                       |                                     |       |       |

|  |  |   |   |  |  |   |   |  |  |  |
|--|--|---|---|--|--|---|---|--|--|--|
| CO5  |  | 1 | 1 |  |  | 3 | 1 |  |  |  |
| Legends :- High:03, Medium:02,Low:01, No Mapping: -<br>*PSOs are to be formulated at institute level |  |   |   |  |  |   |   |  |  |  |

**XII. SUGGESTED LEARNING MATERIALS / BOOKS**

| Sr.No | Author                           | Title  | Publisher with ISBN Number                                   |
|-------|----------------------------------|--|--|
| 1     | M Ashraf Rizvi                   | Effective Communication Skills                   | Tata McGraw-Hill Publication-ISBN 0070599521, 9780070599529  |
| 2     | Sanjay Kumar and Pushp Lata      | Communication Skills                             | Oxford University Press ISBN 9780199457069                   |
| 3     | MSBTE Textbook                   | Communication Skills                             | MSBTE  |
| 4     | Robert King                      | Effective communication Skills                   | Audio Book -ISBN 978181667009742                             |
| 5     | N P Sudharshana , C Savitha      | English for Technical Communication              | Cambridge-ISBN 978-13-16640-08-1                             |
| 6     | C. Murlikrishna , Sunita Mishra  | Communication Skills for Engineers               | Pearson - ISBN 978-81-317-3384-4                             |
| 7     | Meenakshi Raman, Sangeeta Sharma | Technical Communication, Principles and Practice | Oxford University Press -ISBN 978-13-16640-08-1              |
| 8     | K. K. Sinha                      | Business Communication                           | Galgotiya Publishing company, New Delhi - ISBN 9789356227064 |
| 9     | Rajendra Pal, J.S. Korlahalli    | Essentials of Business Communication             | Sultan Chand & Sons, New Delhi ISBN 9788180547294            |

**XIII. LEARNING WEBSITES & PORTALS**

| Sr.No | Link / Portal   | Description                           |
|-------|---|---------------------------------------|
| 1     | <a href="https://www.britishcouncil.in">https://www.britishcouncil.in</a> | conversations                         |
| 2     | <a href="https://www.coursera.org">https://www.coursera.org</a>           | certification courses                 |
| 3     | <a href="https://www.udemy.com">https://www.udemy.com</a>                 | Communication skills training courses |
| 4     | <a href="http://www.makeuseof.com">http://www.makeuseof.com</a>           | Dale Carnegie's free resources        |