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PROFESSIONAL COMMUNICATION   Course Code : 312002

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

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- 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	Paper Duration	Assessment Scheme												Total Marks
				Actual Contact Hrs./Week			SLH	NLH			Theory				Based on LL & TL				Based on SL			
				CL	TL	LL					FA-TH	SA-TH	Total		Practical							
															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	TLO 1.1 Describe the importance of professional communication in given situations TLO 1.2 Identify the types of communication barriers in given situations and suggestive remedies TLO 1.3 Use different types of verbal and non–verbal communication for the given situation	**Unit - I Professional Communication : An Overview** 1.1 Definition of professional communication- Importance, relevance, Elements and process of communication 1.2 7 C's of Professional Communication (Clarity, Conciseness, correctness, Coherent, concrete, courteous and Complete) 1.3 Types –Verbal (Oral-Written),Formal, Informal (Grapevine), Vertical 1.4 Barriers to communication,Types of barriers (Linguistic, Psychological, Technological)	Language lab Role plays Chalk board Reference books Case studies

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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 TLO 2.2 Differentiate the types of listening in various situations TLO 2.3 Take notes during lectures, seminars . Make use of types of note taking and note making for different subjects / topics	**Unit - II Listening & Note Taking** 2.1 Difference between listening & Hearing 2.2 Types of listening a)Active listening b)Passive listening c)Selective listening 2.3 Techniques of Note taking , Types of note taking (Outline notes, Mind Mapping, Flowcharts)	Language Lab Classroom learning NPTEL Role Play
3	TLO 3.1 Prepare notices / agenda for the given type of meeting / information TLO 3.2 Prepare minutes of meeting/s TLO 3.3 Draft a circular for a particular information/ event	**Unit - III Office Drafting** 3.1 Format of Notice and Circular 3.2 Drafting Agenda 3.3 Preparing Minutes of meeting	white board Language Lab Reference books Classroom learning
4	TLO 4.1 Compose cover letter and CV / Resume for jobs TLO 4.2 Apply E- mail Etiquette for professional purposes TLO 4.3 Compose E- mails for different official purposes	**Unit - IV Writing Skills for Professional Communication** 4.1 Job Application with Resume / CV 4.2 E-Mail Etiquettes 4.3 Writing official E- Mails to communicate intended purposes 4.4 Drafting Enquiry letter and Complaint letter	Language lab Classroom learning NPTEL Reference books
5	TLO 5.1 Compose technical reports TLO 5.2 Draft accident / Investigation/ Daily reports	**Unit - V Report Writing** 5.1 Introduction to report writing 5.2 Accident Report 5.3 Investigation Report 5.4 Daily Report	Chalk and talk Language Lab Collaborative learning 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
LLO 7.1 Draft circulars for the given situation .	7	*Office Drafting	2	CO3

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Practical / Tutorial / Laboratory Learning Outcome (LLO)	**Sr No**	**Laboratory Experiment / Practical Titles / Tutorial Titles**	**Number of hrs.**	**Relevant COs**
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 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

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Note :

- Above is just a suggestive list of microprojects and assignments; faculty must prepare their own bank of microprojects, assignments, and activities in a similar way.
- The faculty must allocate judicial mix of tasks, considering the weaknesses and / strengths of the student in acquiring the desired skills.
- If a microproject is assigned, it is expected to be completed as a group activity.
- SLA marks shall be awarded as per the continuous assessment record.
- For courses with no SLA component the list of suggestive microprojects / assignments/ activities are optional, faculty may encourage students to perform these tasks for enhanced learning experiences.
- If the course does not have associated SLA component, above suggestive listings is applicable to Tutorials and maybe considered for FA-PR evaluations.

VIII.   LABORATORY EQUIPMENT / INSTRUMENTS / TOOLS / SOFTWARE REQUIRED

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

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CO4		1				3	1			
CO5		1	1			3	1			

Legends :- High:03, Medium:02,Low:01, No Mapping: -
*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	https://www.britishcouncil.in	conversations
2	https://www.coursera.org	certification courses
3	https://www.udemy.com	Communication skills training courses
4	http://www.makeuseof.com	Dale Carnegie's free resources

Note :

- Teachers are requested to check the creative common license status/financial implications of the suggested online educational resources before use by the students

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