

Course Title: Professional communication Course
Code: BC108

Module I: Verbal and Nonverbal Communication

Oral Communication: forms, advantages and disadvantages; Written Communication: forms, advantages and disadvantages; Principles and Significance of Nonverbal communication, KOPPACT (Kinesics, Oculinids, Proxemics, Paralinguistics, Artifacts, Chronemics, Tactiles **Module II: Social Communication Essentials and Cross-Cultural Communication**

Small talk, building rapport, Informal Communication; Public speaking in multi-cultural context, Culture and Context, Ethnocentrism, stereotyping, cultural relativism, Cultural shock and social change

Module III: Meetings

Meetings: Meaning and Importance, Purpose of Meeting, Steps in conducting meeting, Written documents related to meeting: Notice, Agenda, Minutes

Module IV: Report Writing

Types of report, Significance of Reports, Report Planning, Process of Report Writing, Visual Aids in Reports

Module V: Employment Communication

Cover Letter, Resume, participating in a Group Discussion, preparing for interview, Appearing in an interview