

AC 2019/2020

Course Code	Course Name	Teaching Scheme (Contact Hours)			Credits Assigned				
		Theory	Pract.	Tut.	Theory	Tut.	Pract.	Total	
FEC206	Professional Communication and Ethics- I	2	--	--	2	--	--	2	
Course Code	Course Name	Examination Scheme							
		Theory					Term Work	Pract. /oral	Total
		Internal Assessment			End Sem. Exam.	Exam. Duration (in Hrs)			
		Test1	Test 2	Avg.					
FEC206	Professional Communication and Ethics- I	10	10	10	40	2	--	--	50

### Objectives

1. To demonstrate the fundamental concepts of interpersonal and professional communication.
2. To encourage active listening with focus on content, purpose, ideas and tone.
3. To facilitate fluent speaking skills in social, academic and professional situations.
4. To train in reading strategies for comprehending academic and business correspondence.
5. To promote effective writing skills in business, technology and academic arenas.
6. To inculcate confident personality traits along with grooming and social etiquettes.

**Outcomes:** Learners will be able to understand how to...

1. Eliminate barriers and use verbal/non-verbal cues at social and workplace situations.
2. Employ listening strategies to comprehend wide-ranging vocabulary, grammatical structures, tone and pronunciation.
3. Prepare effectively for speaking at social, academic and business situations.
4. Use reading strategies for faster comprehension, summarization and evaluation of texts.
5. Acquire effective writing skills for drafting academic, business and technical documents.
6. Successfully interact in all kinds of settings, displaying refined grooming and social skills.

Module	Detailed Contents	Hrs.
1	<b>FUNDAMENTALS OF COMMUNICATION</b>	12
	<b>1.1. Introduction to Theory of Communication</b>	
	<ul style="list-style-type: none"> <li>● Definition</li> <li>● Objectives</li> <li>● Postulates/Hallmarks</li> <li>● The Process of Communication</li> <li>● Organizational Communication <ul style="list-style-type: none"> <li>○ Formal (Upward, Downward and Horizontal)</li> <li>○ Informal (Grapevine)</li> </ul> </li> </ul>	
	<b>1.2. Methods of Communication</b> <ul style="list-style-type: none"> <li>● Verbal (Written &amp; Spoken)</li> <li>● Non-verbal <ul style="list-style-type: none"> <li>○ Non-verbal cues perceived through the five senses: (Visual, Auditory, Tactile, Olfactory and Gustatory cues)</li> <li>○ Non-verbal cues transmitted through the use of: (The Body, Voice, Space, Time and Silence)</li> </ul> </li> </ul>	
	<b>1.3. Barriers to Communication</b>	

	<ul style="list-style-type: none"> <li>● Mechanical/External</li> <li>● Physical/Internal</li> <li>● Semantic &amp; Linguistic</li> <li>● Psychological</li> <li>● Socio-Cultural</li> </ul> <p><b>1.4. Communication at the Workplace</b></p> <ul style="list-style-type: none"> <li>● Corporate Communication - Case Studies</li> <li>● Listening Tasks with Recordings and Activity Sheets</li> <li>● Short Speeches as Monologues <ul style="list-style-type: none"> <li>○ Informative Speeches that Center on People, Events, Processes, Places, or Things</li> <li>○ Persuasive Speeches to Persuade, Motivate or Take Action</li> <li>○ Special Occasion Speeches for Ceremonial, Commemorative, or Epideictic purposes</li> </ul> </li> <li>● Pair-work Conversational Activities (Dialogues)</li> <li>● Short Group Presentations on Business Plans</li> </ul>	
2	<p><b>VERBAL APTITUDE FOR EMPLOYMENT</b></p> <p><b>2.1. Vocabulary Building</b></p> <ul style="list-style-type: none"> <li>● Root words (Etymology)</li> <li>● Meaning of Words in Context</li> <li>● Synonyms &amp; Antonyms</li> <li>● Collocations</li> <li>● Word Form Charts</li> <li>● Prefixes &amp; Suffixes</li> <li>● Standard Abbreviations</li> </ul> <p><b>2.2. Grammar</b></p> <ul style="list-style-type: none"> <li>● Identifying Common Errors <ul style="list-style-type: none"> <li>○ Subject - Verb Agreement</li> <li>○ Misplaced Modifiers</li> <li>○ Articles</li> <li>○ Prepositions</li> </ul> </li> <li>● Tautologies</li> <li>● Pleonasms (Redundancies)</li> <li>● Idioms</li> <li>● Cliches</li> </ul>	02
3	<p><b>DEVELOPING READING AND WRITING SKILLS</b></p> <p><b>3.1. Reading Comprehension</b></p> <ul style="list-style-type: none"> <li>● Long Passages</li> <li>● Short Passages</li> <li>● MCQs on Inferential Questions with 4 Options</li> </ul> <p><b>3.2. Summarization of reading passages, reports, chapters, books</b></p> <ul style="list-style-type: none"> <li>● Graphic Organizers for Summaries <ul style="list-style-type: none"> <li>○ Radial Diagrams like Mind Maps</li> <li>○ Flow Charts</li> <li>○ Tree Diagrams</li> <li>○ Cyclic Diagrams</li> <li>○ Linear Diagrams like Timelines</li> <li>○ Pyramids</li> <li>○ Venn Diagrams</li> </ul> </li> <li>● Point-form Summaries</li> <li>● One-sentence Summaries of Central Idea</li> </ul> <p><b>3.3. Paraphrasing</b></p> <ul style="list-style-type: none"> <li>● Understanding Copyrights</li> <li>● Running a Plagiarism Check on Paraphrased Passages</li> <li>● Generating Plagiarism Reports</li> </ul>	02

	<ul style="list-style-type: none"> <li>● Basic APA and MLA Referencing Style and Format</li> </ul>	
4	<p><b>BUSINESS CORRESPONDENCE</b></p> <p><b>4.1. Seven Cs of Business Correspondence</b></p> <ul style="list-style-type: none"> <li>● Completeness</li> <li>● Conciseness</li> <li>● Consideration</li> <li>● Concreteness</li> <li>● Clarity</li> <li>● Courtesy</li> <li>● Correctness</li> </ul> <p><b>4.2. Parts of a Formal Letter and Formats</b></p> <ul style="list-style-type: none"> <li>● Parts/Elements of a Formal Letter <ul style="list-style-type: none"> <li>○ Letterheads and/or Sender's Address</li> <li>○ Dateline</li> <li>○ Inside Address</li> <li>○ Reference Line (Optional)</li> <li>○ Attention Line (Optional)</li> <li>○ Salutation</li> <li>○ Subject Line</li> <li>○ Body</li> <li>○ Complimentary Close</li> <li>○ Signature Block</li> <li>○ Enclosures/Attachments</li> </ul> </li> <li>● Complete/Full Block Format</li> </ul> <p><b>4.3. Emails</b></p> <ul style="list-style-type: none"> <li>● Format of Emails</li> <li>● Features of Effective Emails</li> <li>● Language and style of Emails</li> </ul> <p><b>4.4. Types of Letters in Both Formal Letter Format and Emails</b></p> <ul style="list-style-type: none"> <li>● Claim &amp; Adjustment Letters</li> <li>● Request/Permission Letters</li> <li>● Sales Letters</li> </ul>	06
5	<p><b>BASIC TECHNICAL WRITING</b></p> <p><b>5.1. Introduction</b></p> <ul style="list-style-type: none"> <li>● What is Technical Writing?</li> <li>● Importance and Principles of Technical Writing</li> <li>● Difference between Technical Writing &amp; Literary Writing</li> <li>● Framing Definitions</li> <li>● Difference between Technical Description &amp; Instructions</li> </ul> <p><b>5.2. Description of a Technical Object</b></p> <ul style="list-style-type: none"> <li>● Definition</li> <li>● Diagram</li> <li>● Discussion of Parts/Characteristics</li> </ul> <p>Working</p> <p><b>5.3. Writing User Instructions</b></p> <ul style="list-style-type: none"> <li>● User Instructions</li> <li>● Special Notices (Note, Warning, Caution and Danger)</li> <li>● Styles of Presentation <ul style="list-style-type: none"> <li>○ Impersonal</li> <li>○ Indirect</li> <li>○ Direct</li> </ul> </li> <li>● Imperative</li> </ul> <p><b>5.4. Description of a Technical / Scientific Process</b></p>	02



	<ul style="list-style-type: none"> <li>● Definition</li> <li>● Diagram</li> <li>● Tools/ Apparatus/Software/ Hardware Used</li> <li>● Working</li> <li>● Result</li> </ul>	
6	<b>PERSONALITY DEVELOPMENT AND SOCIAL ETIQUETTES</b> <b>6.1. Personality Development</b> <ul style="list-style-type: none"> <li>● Introducing Self and/or a Classmate</li> <li>● Formal Dress Code</li> </ul> <b>6.2. Social Etiquettes</b> <ul style="list-style-type: none"> <li>● Formal Dining Etiquettes</li> <li>● Cubicle Etiquettes</li> <li>● Responsibility in Using Social Media</li> <li>● Showing Empathy and Respect</li> <li>● Learning Accountability and Accepting Criticism</li> <li>● Demonstrating Flexibility and Cooperation</li> <li>● Selecting Effective Communication Channels</li> </ul>	02

### **Assessment:**

#### **Internal Assessment Test:**

Assessment consists of two class tests of 10 marks each.

**TEST I** -Public speech on general topics (Maximum 5 mins. per student)

**TEST II** - Written test covering modules 1 - 6

The second test should be based on theory and application exercises as mentioned in the syllabus. (Note: Summarization should be a compulsory question in Test II and not in the End Semester Theory Examination.)

#### **End Semester Theory Examination:**

- 1.Question paper will comprise of total 06 questions, each carrying 15marks.
- 2.Total 04 questions need to be solved.
- 3.Question No: 01 will be compulsory and based on entire syllabus wherein sub-questions of 2 to 5 marks will be asked.
- 4.Remaining questions will be mixed in nature.( e.g. Suppose Q.2 has part (a) from module3 then part (b) will be from any module other than module 3)
- 5.In question paper weightage of each module will be proportional to number of respective lecture hours as mentioned in the syllabus
6. The first module (Fundamentals of Communication) will carry 40 % weightage.

#### **Text Books.**

1. Sanjay Kumar & Pushp Lata (2018). Communication Skills with CD. New Delhi: Oxford University Press.
2. Hemphill, P.D., McCormick, D. W., & Hemphill, R. D. (2001). Business Communication with writing improvement exercises. Upper Saddle River, NJ: Prentice Hall.
3. Locker, Kitty O. Kaczmarek, Stephen Kyo. (2019). Business Communication: Building Critical Skills. Place of publication not identified: Mcgraw-hill.
4. Murphy, H. (1999). Effective Business Communication. Place of publication not identified: Mcgraw-Hill.
5. Raman, M., & Sharma, S. (2016). Technical Communication: Principles and practice. New Delhi: Oxford University Press.
6. Kaul, A. (2015). Effective Business Communication. Place of publication not identified: Prentice-Hall of India.