

**Uka Tarsadia University**



**(UE3001)**  
**Professional Communication**  
**Effective from July-2023**

# Uka Tarsadia University

Version 1.01

## Professional Communication (UE3001)

**Credits: 2: Theory**

**Contact hours per week: 2**

### **Objective of the Course:**

To develop the professional ability to communicate information clearly and effectively in all kinds of environment and context.

### **Instructional Methods and Pedagogy:**

Faculty members shall explain in a class room using black board and multimedia projector through Power point presentation. Lectures /discussion method shall be fruitful. It should be supplemented with various appropriate audio-visual aids in lab for skills practicing.

### **Outline of the Course:**

No.	Unit	Minimum No. of Contact Hours	Approx. Weightage %
1	Basics of Communication	07	23
2	Developing Listening and Speaking skills	08	27
3	Functional Grammar	07	23
4	Enhancing Reading and Writing skills	08	27
	<b>Total</b>	<b>30</b>	<b>100</b>

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	<b>Professional Communication (UE3001)</b>	<b>Hrs/ week 2</b>
	<b>(Theory)</b>	<b>2 Credits</b>
<b>Sr. No.</b>	<b>Topic</b>	<b>Hours</b>
	<b>Unit- I</b>	
1	<b>Basics of Communication</b> 1.1 Process of communication 1.2 Types of communication 1.3 Levels of communication 1.4 Channels of communication 1.5 Barriers to effective communication	7
	<b>Unit- II</b>	
2.	<b>Developing Listening and Speaking skills</b> 2.1 Listening 2.1.1 Types of listening 2.1.2 Barriers to listening 2.1.3 Guidelines to enrich listening skills 2.2 Conversation skills 2.2.1 Types of conversation: Formal and Informal 2.2.2 Strategies for good conversation 2.2.3 Increasing fluency and self-expression 2.2.4 Conversation Practice 2.3 Presentation skills 2.3.1 Importance of presentation skills 2.3.2 Planning a presentation 2.3.3 Preparing a presentation 2.3.4 Organising a presentation 2.3.5 Tips for improving presentation skills	8
	<b>Unit- III</b>	
3.	<b>Functional Grammar</b> 3.1 Tenses 3.2 Use of Articles 3.3 Prepositions 3.4 Conjunctions 3.5 Active and Passive forms 3.6 Homonyms, Homophones, Synonyms, Antonyms	7
	<b>Unit- IV</b>	

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4.	<b>Enhancing Reading and Writing skills</b> 4.1 Reading 4.1.1 Reading: A communicative process 4.1.2 Strategies of reading: Skimming and Scanning, Intensive and Extensive reading 4.2 Paragraph writing 4.2.1 Paragraph structure 4.2.2 Principles of paragraph writing and examples 4.3 Letter writing 4.3.1 Structure, and types of a business letter 4.3.2 Letters: Inquiry and order, Complaint and Adjustment 4.4 Report writing 4.4.1 Structure of formal report 4.4.2 Parts of report 4.4.3 Report writing strategies 4.4.4 Report: examples	8
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**Course Outcomes:** Upon completion of the course, students shall be able to

**CO1:** understand and apply the concept and process of communication as well as identify barriers to communication and know the ways to overcome them.

**CO2:** comprehend and enhance listening skills. Develop fluent conversation ability and effective presentation method.

**CO3:** practice tenses, sentence structure and develop a vocabulary.

**CO4:** cultivate comprehensive skills by implementing different reading methods and understand the nature and significance of the formal paragraph and letter writing.

**Course Objectives and Course Outcomes Mapping:**

To develop the professional ability to communicate information clearly and effectively in all kinds of environment and context: CO1, CO2, CO3, CO4

**Course Units and Course Outcomes Mapping:**

Unit No.	Unit	Course Outcomes			
		CO1	CO2	CO3	CO4
1	Basics of Communication	✓	✓	✓	✓
2	Developing Listening and Speaking skills	✓	✓	✓	✓
3	Functional Grammar	✓	✓	✓	✓
4	Enhancing Reading and Writing skills	✓	✓	✓	✓

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## Text Books

1. Raman, M., & Sharma, S. *Technical Communication: Principles and Practice* Oxford University Press, 2019
2. Rizvi, M. A. *Effective Technical Communication* The McGraw-Hill Companies, 2011

## Reference Books

1. Venkatraman, G. *Effective Technical Communication* Pearson India Education Services Ltd. 2023
2. Lakshminarayanan, K. R. *English for Technical Communication* Scitech Publications Chennai, 2012