

Skill Enhancement Course (SEC)

Education : Communication in Professional Life

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
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Learning Objectives

The Learning Objectives of this course are as follows:

- To prepare the students for their upcoming professional fields.
- To inculcate the fundamentals of professional and business communication.
- To learn aspects of global communication.
- To enhance employability skills of the learners by enabling them to write effective resumes and face interviews with confidence

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve presentation skills to be learnt by effective use of verbal and non-verbal communication for the professional field.
- After studying this course, students will be able to acquire practical employability skills to be disseminated through focussed sessions on practical employable knowledge.
- After studying this course, students will be able to enhance professional communication.
- After studying this course, students will be able to improve persuasion and negotiation skills which will be useful for the professional field.

SYLLABUS OF SEC-2

THEORY

UNIT 1

- Theory of Business Communication (1 hr.) -
- Introduction
- What is Business Communication?
- Language of Business Communication
- Cultural Components – Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism
- Miscommunication & Effective Communication (1hr.)

UNIT 2

Writing Skills

- Summarising & Paraphrasing (1 hr.)
- Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter (1hr.)
- Documentation (1)
- Advertisements & Invitation (1 hr.)
- Letter Writing- Applications, Business Letters (1 hr.)
- Report- Analytical Report, Project Report (1 hr.)

PRACTICE SESSIONS

Speaking Skills (14 hrs.)

- Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation (3 hrs.)
- Group Discussion (3 hrs.)
- Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks (2 hrs.)
- Telephonic Skills (1 hr.)
- Persuasion Skills (1 hr.)
- Meeting & Negotiation (1 hr.)
- Interview- Promotion Interview, Job Interview, Business Interview (2 hrs.)
- Functions and activities of PR (1 hr.)

Listening Skills (5 hrs.)

- Netiquettes (1 hr.)
- Audio-book Listening & Discussions (3 hrs.)
- Note-taking (1 hr.)

Writing Skills (5 hrs.)

- Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog Writing, Review Writing (2 hrs.)
- Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral (1 hr.)
- Memo, Office Order, Minutes (1 hr.)
- Making Online Academic/Work Profile- LinkedIn (1 hr.)