# Skill Enhancement Course (SEC)

## **Education: Communication in Professional Life**

# CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course		Credits	Credit distribution of the course			Eligibility	Pre-requisite
title 8	&		Lecture	Tutorial	Practical/	criteria	of the course
Code					Practice		(if any)
		2	2				
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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.)