

1. Course Title: B.Tech (Professional Communication)

Subject Code: THU-101

2. Contact Hours: (30) L: 1 T: 0 P: 1

3. Semester: I

4. Mode of Examination: Written

5. Course Outcomes: After completion of the course students will be able to:

CO1. Understand the thematic value of creative writing & communication skills.

CO2. Utilize linguistics structure effectively with the awareness of the array of communication and its limit to effectiveness.

CO3. Enable students develop their reading skills to appreciate its role in the LSRW skills approach to language and improve their thought process.

CO4. Train students to use language appropriately for public speaking and presentation skills.

CO5. Evaluate the conceptual learning through writing and presenting a report.

Professional Communication THU-101

CONTENS	Practical Components	Contact Hrs
UNIT I Functional Grammar 1) Tenses 2) Active & Passive Voice 3) Subject Verb & Agreement 4) Spotting Errors (Functional Grammar)	1) Describing objects/situations/culture 2) Group activities based on usage of tenses, subject-verb agreement and voice	5 lect.+ 2 Practicals 7
UNIT II Creative Writing Skills 1) Paragraph Writing 2) Thematic Based Writing 3) Anecdote Writing 4) Book Review	1) Introduction to communication at work place- spoken v/s written 2) Language practice: Ice-breaking activity and JAM session- Situational themes 3) Small talks 4) Introducing oneself and others. 5) Video Byte (5 minutes) of each student (Formal Self-Introduction) 6) Creation of LinkedIn Profile	3 lect.+4 Practicals 7

1. Course Title: B.Tech (Advanced Professional Communication)

Subject Code: THU-201

2. Contact Hours: (30) L: 1 T: 0 P: 1

3. Semester: II

4. Mode of Examination: Written

5. Course Outcomes: After completion of the course students will be able to:

CO1. Develop deep analytical thinking, coherence in writing and apply unity in writing.

CO2. Evaluate and assess the speaking patterns of self and others to excel in interviews and extemporaneous speaking.

CO3. Demonstrate advanced interpersonal communication and relationship building skills.

CO4. Understand the importance of effective use of written, oral and digital communication modes geared to a range of business audiences.

CO5. Evaluate the conceptual learning through writing and presenting a proposal.

Advanced Professional Communication THU-201

CONTENTS	Practical Components	Contact Hrs
Unit I <i>Business Correspondence & Communication</i> 1) Introduction to Business Correspondence & Business Communication 2) Notice 3) Agenda 4) Memorandum 5) E-mail Writing 6) Formal Letters Writing	1) Corporate talks on employment opportunities, start-ups, challenges and issues. (Group Talks) 2) Role plays as entrepreneurs and clients 3) Continuation of LinkedIn Profile	2Lect.+3 Practicals 5
Unit II <i>Interviewing skills</i> 1) Interview Process 2) Guideline for Appearing in an Interview. 3) Types of an Interview	1) Ice- breaking activity (Situational and stress interviews) 2) Formal interview short Video Clips) 3) Mock group interviews by students to a student and feedback and assessment is to be monitored by faculty.	2Lect.+ 5 Practicals 7

Unit – III Soft Skills <ol style="list-style-type: none"> 1) Soft Skills Definition & Traits 2) Importance of Soft Skills 3) Hard Skills v/s Soft Skills 4) Professional Soft Skills 5) Tips to Improve Some Major Professional Soft Skills 	<ol style="list-style-type: none"> 1) Making all students to deliver a talk of their choice. It must be done as a surprise class task, to assess the speakers' ability to speak. Corrections to be done without discouraging the speakers. 2) Assessment on Power point Presentations (Academic Talks) with proper etiquette and dress code. 	2lect. +5 Practicals 7
Unit IV Writing skills <ol style="list-style-type: none"> 1) Writing Curriculum Vitae/ Resume' 2) Job Application Letter/ Cover Letter 	<ol style="list-style-type: none"> 1) Resume' writing and submission 2) Question answer rounds on queries related to profile of a student 	2 lect.+3 Practicals 5
Unit V Project Evaluation <ol style="list-style-type: none"> 1) Proposal Writing- Structure & Types 2) Proposal Writing (Group Project) 	<ol style="list-style-type: none"> 1) Final spoken assessment on random topic (5 minutes) 	3 lect.+3 Practicals 6
	Total	30 HOURS

References

- Professional communication by Rajhans Gupta- Pragati Prakashan
- Professional communication by R.P. Singh –Oxford
- Business communication by M.K. Sehgal and Vandana Khetrapal-excel books
- Basic technical communication by Malti Agarwal- Krishna Educational
- English in easy by Chetan Anand Singh- B.S.C Publication
- Thesaurus- oxford publication
- Pronunciation book on linguistics-oxford publication
- English pronouncing dictionary by Daniel Jones-Cambridge university press