

Curriculum Planner

SEC: Communication in Professional Life

for All Hons. Courses

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.

Lesson Plan

UNIT 1

- Introduction to the term 'Business Communication' and its characteristics
- The use of effective language in Business Communication
- Discussion of its cultural components – Cross-Cultural Communication, Cultural Shock,
- Stereotyping, Ethnocentrism
- Miscommunication & Effective Communication (4 weeks)

UNIT 2

Listening Skills

- Netiquettes (4 weeks)
- Audio-book Listening & Discussions
- Note-taking

UNIT 3

Speaking Skills

- Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation

- Group Discussion (4 weeks)
- Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks
- Telephonic Skills
- Persuasion Skills
- Meeting & Negotiation
- Interview- Promotion Interview, Job Interview, Business Interview
- Functions and activities of PR

UNIT 4

(4 weeks)

Writing Skills

- Summarising & Paraphrasing
- Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter
- Documentation
- Advertisements & Invitation
- Letter Writing- Applications, Business Letters
- Report- Analytical Report, Project Report
- Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog
- Writing, Review Writing
- Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral
- Memo, Office Order, Minutes
- Making Online Academic/Work Profile- LinkedIn

All the above shall also include written assignments, class tests, and continuous evaluation in the form of note checking and presentations.