



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav Institute of Social Sciences, Humanities and Arts
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE

Humanities

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
GUENG301	GE	Professional Communication	60	20	20	-	-	4	0	0	4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; *Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs): The students will be able to

- **CEO1** Develop professionalism and language skills relevant to any profession.
- **CEO2** Acquire communication and problem solving skills.
- **CEO3** Understand the concept and applications of workplace etiquettes & time management strategies.
- **CEO4** Understand the art of writing business letters and interview skills.
- **CEO5** Hone the employability related communication skills in the structure, elucidation and delivery of message in group discussion.

Course Outcomes (COs): The students should be able to

- **CO1** Apply the concepts of accurate English while speaking and writing and become equally at ease in using good vocabulary and language skills.
- **CO2** Actively participate in formal discussions and manifest professional skills such as: working in team, empathy, communicating appropriately and assertiveness.
- **CO3** Apply the concepts of time and work; as a professional, foster problem solving and decision making skills through case studies on work ethics, decision making & organizational behavior etc.
- **CO4** Apply the concepts of business correspondence, various strategies and the usage of formal language in written expression.
- **CO5** Demonstrate the key skills and behaviors required to facilitate a group discussion.

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GUENG301
Professional Communication

COURSE CONTENTS:

Unit I

Self Introduction, Body Language at workplace & Business Etiquette, Communication network in an Organization, Principles of Communication, Objectives of Communication.

Unit II

Leadership Skills - Styles, Qualities of a Good Leader, Problem Solving Skills.

Unit III

Time Management, Conflict Resolution–Approaches –Solutions, Negotiation.

Unit IV

Cover Letter, Resume Preparation, Email Etiquettes, Interviewing Skills - Role of Interviewer and Interviewee, Types of Interview & Questions.

Unit V

Oral Presentation Skills, Introduction to Group Discussion, understanding group dynamics - brainstorming the topic - questioning and clarifying –GD strategies- activities to improve GD skills

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SUGGESTED READINGS:

- Adair, John. (2003). **Effective Communication**. London: Pan Macmillan Ltd.
- Amos, Julie-Ann. (2004). **Handling Tough Job Interviews**. Mumbai: Jaico Publishing.
- Bonet, Diana. (2004). **The Business of Listening**: Third Edition. New Delhi: Viva Books,
- Hasson, Gill. (2012). **Brilliant Communication Skills**. Great Britain: Pearson Education.
- Lesikar, Raymond V and Marie E. Flatley. (2002). **Basic Business Communication: Skills for Empowering the Internet Generation**: Ninth Edition. New Delhi: Tata McGraw-Hill.
- Morgan, Dana. **10 Minute Guide to Job Interviews**. (1998). New York: Macmillan.
- Pease, Allan. (1998). **Body Language**. Delhi: Sudha Publications.
- Prasad, H. M. (2001). **How to Prepare for Group Discussion and Interview**. New Delhi: Tata McGraw-Hill Publishing Company Limited.

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