



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Social Sciences, Humanities and Arts**  
**Choice Based Credit System (CBCS)**  
**GENERIC ELECTIVE**  
**Semester VI (Batch 2021-2023)**  
**HUMANITIES (UG)**

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*				
UGGEENG 601	GE	Professional Communication	60	20	20	-	-	3	0	3	3

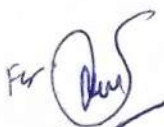
**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; \*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):** The students will

- 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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Vishwavidyalaya, Indore



**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
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**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
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**UGGEENG601**  
**Professional Communication**

**COURSE CONTENTS:**

**Unit I**

Self Introduction, Grooming as a professional with values, 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**

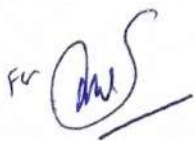
Time Management, Conflict Resolution—Approaches—Solutions, Body Language at workplace & Business Etiquette.

**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— Participating in group discussions 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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