



C.U.SHAH UNIVERSITY – WADHWANCITY

FACULTY OF:- Technology and Engineering

DEPARTMENT OF:- CE/IT/EC/MECH/EEE/AUTO/IC/EE/CIVIL

SEMESTER :- I **CODE :-** 4TE01PRC2

NAME – PROFESSIONAL COMMUNICATION

TEACHING & EVALUATION SCHEME :-

Subject Code	Subject Name	Teaching Schemes (Hours)				Credits	Evaluation Schemes							
		Th	Tu	Pr	To		Theory				Practical (Marks)		Total	
							Sessional Exam		University Exam		Internal			University
							Marks	Hours	Marks	Hours	Pr	TW		Pr
4TE01PRC2	Professional Communication (PRC)	2	0	2	4	3	30	1.5	70	3	30	20	00	150

Objectives :-

- To give a global competitive edge to the students by way of honing their Professional Communication Skills.
- To make them aware of the societal setting of the professional life.
- To train them in basic fundamentals skills of Communication – LSRW

Prerequisites :-

- Students should have basic knowledge of English Language and grammar.
- Students should have ability to speak and write correct sentences in their day to day language.
- Students should be familiar with correct usage of language.

Course Outline:-

Unit No.	Content In details including Its Sub Topics	Minimum Number of Hours
0	Prerequisites	02
	Part: A Communication	

1	Basic Fundamentals of Communication <ul style="list-style-type: none"> • Meaning, definition, objectives & Characteristics /nature of Communication • Communication Process, flow of Communication • Introduction to Professional Communication • Principles of Professional Communication • Communication Networks, Informal Communication 	08
2	Non Verbal Communication: <ul style="list-style-type: none"> • Introduction • Components of NVC <ul style="list-style-type: none"> - Proxemics, Haptics, Kinesics, Chronemics • Paralinguistic Features • Other NVC • Importance of NVC in oral communication 	06
3	Listening Skills <ul style="list-style-type: none"> • Hearing v/s Listening • Types & Barriers of Listening • Active v/s Passive Listening • Traits of a good listener 	03
4	Paragraph Development <ul style="list-style-type: none"> • What is Paragraph? • Components of Paragraph – Unity, Topic Sentence, Cohesion, Coherence, Adequate Development • Approaches of Paragraph – Inductive , Deductive & Expository Approach • Types of Paragraph • Attributes of good paragraph • Use of Transitional Words 	05
5	Business & Technical Letter Writing <ul style="list-style-type: none"> • Introduction to Letter Writing • Informal Letters • Personal Letter Vs Business Letter • Style of writing Business Letter • Principles of writing Business Letter • Layout of Business Letter • Types of Letter – Inquiry, order, quotation, claim & adjustment, sales ,credits&Circular 	10

6	Reading Skills <ul style="list-style-type: none"> • Purpose of reading • Understanding and Interpreting Ideas • Reading Rates • Reading & Interpretation • Interpreting Technical graphics in reading • Techniques of Reading • Reading Comprehensive Skills • Reasons for Poor the Reading Comprehensive Skills 	03
7	Conversation Practice <ul style="list-style-type: none"> • Dialogue Practice • Telephonic Conversation • Speaking for Various Purposes 	06
9	Grammar & Vocabulary <ul style="list-style-type: none"> • Parts of Speech • Tenses • Active Voice & Passive Voice • Confusable words 	07
	Part B Language through Literature	
10	Selected Stories from “Wise and Otherwise” by Sudha Murthy 1) A Lesson in Life from a Beggar 2) Death without Grief 3) Idealists at Twenty Realists at Forty 4) Think Positive, Be Happy 5) Crisis of Confidence 6) Sorry, The line is Busy 7) Oh Teacher, I Salute Thee 8) Life is an Examination	10

Learning Out comes:-

At the end of the course, students will be able to

- Communicate across the cultures in professional groups.
- Develop their critical listening skills.
- Improve their competences in professional writing.
- Use grammar & vocabulary in correct and appropriate manner.
- Articulate different sounds in effective ways.
- Improve their speaking skills in day to day life.
- Become techno-friendly.
- Students will become highly skilled and proficient in their field.

- Students will become competent enough to compete in today's cut throat competition
- Students will become self-motivated and self-employable.
- Students will be able to understand the value of the ethics and principles of Corporate world

Books Recommended:-

1. **Green Andy**, *Effective Personal Communication Skills For Public Relations*, Kogan Page, Limited, 2006
2. **John M. Penrose, Jr., Robert W. Rasberry, Robert J. Myers**, *Advanced Business Communication*, Thomson/South-Western, 2004
3. *Technical Communication*, **D.K.Chakradev**, Tech-max publication
4. *Basic Business Communication*, **Flatly and Lesicar**
5. *Basic Communication Skills for Technology*, **Andrea J. Rutherford**, Pearson Education
6. *From sentence to paragraph*, **William J. Kelly and Deborah L. Lawton**, Longman
7. *Technical Communication : Principles and Practice*, **Meenaxi Raman and Sangeeta Sharma**, Oxford Press
8. *Wise and Otherwise*, **Sudha Murty**, Penguin Books India Pvt. Ltd. Delhi
9. *An Intermediate English Grammar*, **Raymond Murphy**, Cambridge University Press
10. *A High School English Grammar*, **Wren & Martin**, S. Chand Publication

E-Resources:

- en.wikipedia.org/wiki/antonym
- en.wikipedia.org/wiki/synonym
- <http://www.aimpremjifoundation.org/html/calspeech.htm>