

**SES's L.S. RAHEJA COLLEGE OF ARTS
AND COMMERCE
(AUTONOMOUS)**



Syllabus of Professional Communication under NEP 2020 vertical (AEC) with effect from 2024-25

Department of English (for BAF/BFM/BBI/BMS programmes)

HoD/Senior Person of the Department: Dr. Preeti Vaswani

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the Governing Body: 6th May 2024



Programme: BAF			Semester : II		
Course : Professional Communication			Code: UGBAFIIAEC24		
Academic Year: 2024-2025			Batch: 2024-2027		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+5+5=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+5+5=20 Marks

Learning Objectives :	<ul style="list-style-type: none"> To discuss and summarize various types of interactions in the contemporary workspace. To design comprehensive presentations that integrates aspects of both creation and delivery styles To inculcate values and ethics in drafting of official correspondence in order to uphold the professional integrity
Learning Outcomes :	<ul style="list-style-type: none"> Learners will be able to reflect on their communication skills to identify the areas of continuous improvement Learners will use their critical thinking abilities to create tactical and effective communication solutions. Learners will demonstrate integrity and respect in professional interactions by applying ethical concepts to their communication practices.
Pedagogy:	<ul style="list-style-type: none"> Lecture Presentation Classroom interaction Roleplays Peer Learning Group discussions / Debate

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Professional Communication: <ul style="list-style-type: none"> Presentation Skills 	Lecture, AV presentations	15

	<ul style="list-style-type: none"> • Email and Communication in digital workspace • Interviews, Group Discussion, Meetings • Seminars, Webinars and Conferences • Communication etiquette, netiquette and Ethics • Social media usage 		
II	<p>Business Correspondence:</p> <ul style="list-style-type: none"> • Business letters – complaint letters, consumer grievance letter, RTI letter • Report Writing • Technical Writing • Drafting Notice, Agenda, Resolutions and introduction to Minutes of the Meeting • Creating LinkedIn Profile 	Classroom activities and peer learning	15

REFERENCE BOOKS

1. Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
3. Hanh, T. N. (2013). *The art of communicating*. Random House.
4. Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. *Pertanika Journal of Social Sciences & Humanities*, 21(2).
5. Garner, B. A. (2013). *HBR guide to better business writing (HBR Guide Series)*. Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). *Writing that works: How to communicate effectively in business*. Harper Collins.
8. Andersen, P. A. (1999). *Nonverbal communication: Forms and functions* (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). *Advanced Communication Techniques* (4th ed.). Oxford University Press.
10. Roeh, I. (2017). *Digital communication: Strategic and operational communication in the digital age*. Palgrave Macmillan.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR B. Full Length Theory Question	12
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3)	6