

**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 BFM)

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: BFM

Semester : II

Course : Professional Communication				Code:UGBFMIIAEC24	
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

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

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	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Short Notes (Any 2 out of 3)	6