FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2020-21

Programme: **Bachelor of Engineering (Information Technology)**

Semester: **I**

Course Code: **102001215**

Course Title: **Professional Communication**

Course Group: **Humanities & Social Science Courses**

Course Objectives: The rationale of Professional Communication helps students to understand the concept of communication in link with Non-verbal communication. The curriculum also targets the understanding of different barriers that creep into communication process. Moreover, units covered on LSRW skills development will help students acquire competence over linguistic skills. This would be developed through balanced and integrated tasks.

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
				Theory		J/V/P*		Total
Lecture	Tutorial	Practical		Internal	External	Internal	External	
2	0	2	3	40 / 14	60/21	20 / 7	30/10	150/52

* **J**: Jury; **V**: Viva; **P**: Practical

Detailed Syllabus:

Sr.	Contents	Hours
1	**Understanding Communication:** Concept and Process of Communication, Types: Formal-Informal; Technical-Common-Place, Verbal-Nonverbal, Scope(Uses and limitations) of verbal and non-verbal communication.	05
2	**Developing Listening Skills:** Concept and types, Barriers to effective listening, Tasks and Activities to improve: Listening in informal situations: Listen & Do/Draw, Correct Me, Instructions and Announcements, songs, short talks and dialogues.	06
3	**Developing Speaking Skills:** Examples of Speech Acts: Conversations, small talks, speeches, debates, group discussions, elocution, extempore, etc–their unique features. Tasks and Activities: Language Games, Cue – Cards, Strip stories, Jig – saw exercises, Role Plays, Group Discussions, authentic materials, Pronunciation Practice through reading aloud of short paragraphs and recitation of songs, tongue twisters, minimal pairs, etc.	06

4	**Developing Reading Skills:** Concept, Types: Intensive reading, extensive reading, scanning, skimming (to be illustrated through practicum), Tasks and Activities: Cloze reading, vocabulary replacement, identifying opinions and facts, jig-saw, strip stories, authentic materials, proverbs(from and into English and Gujarati/Hindi), etc.	**04**
5	**Developing Writing Skills:** Difference between speech and writing, Guided writing: paragraph, story, essay, letter, report, e-mail, etc. Grammatical Accuracy: Linkers of addition, contrast, comparison, result, summary, time, place, etc. appropriate use of tenses.	**05**
6	**Integrating Language Skills:** Use of dictionaries, thesaurus and other resources to enrich language, Understanding Phonetic symbols to interpret/ study pronunciation in dictionaries, Preparation and presentation of skits and scripts for role plays, presenting one's opinion through debates on newspaper articles followed by performance analysis by self and peers.	**06**
	TOTAL	**32**

List of Practicals / Tutorials:

1	Everyday Situations: Conversation and Dialogues and Role Play
2	Listening Comprehension along with variety of tasks
3	Communication at Workplace, language games
4	Practice of speaking skills through cue cards, strip stories, Group discussion, Small talks
5	Reading Comprehension
6	Developing reading through a variety of reading tasks
7	Communication at Work place
8	Reading Comprehension
9	Writing: Tasks at sentential and Paragraph levels
10	Writing: Developing coherence and cohesion through linkers
11	Theater components to enhance their overall language skills
12	Negotiation Skills, debates
13	Presentation skills

Reference Books:

1	Broughton, Dee 2013 Bridges
2	Condrill, Jo and Bough, B.2003101 Ways to Improve Your Communication Skills, Jaico Publishing House Mumbai, A'bad, Delhi
3	Lata and Kumar, Communication Skills, OUP, New Delhi, 2018
4	Pal and Korlahalli, Essentials of Business Communication, Sultan Chand & Sons
5	Ramanand Sharma, Technical Communication (Principles and Practice),OUP, 2nd Ed., 2017
6	Somasundaram, Vijaya, 2006 Principles of Communication Author press Delhi
7	T R Kansakar, A Course in English Phonetics, Orient Black Swan, 2015
8	Yule, The Study of Language, CUP, 4th Edition. 2010

Pedagogy:

- Direct Classroom teaching
- Audio Visual presentations/demonstrations
- Assignments/Quiz
- Continuous assessment
- Interactive methods
- Seminar/Poster presentation

Suggested Specification table with Marks (Theory) (Revised Bloom's Taxonomy):

Distribution of Theory Marks						**R**:Remembering;**U**:Understanding;**A**:Application, **N**:Analyze;**E**:Evaluate;**C**:Create
R	**U**	**A**	**N**	**E**	**C**	
15%	14%	18%	18%	17%	18%	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table

Course Outcomes(CO):

Sr.	Course Outcome Statements	%weightage
CO-1	Define and discuss understanding of communication	**15**
CO-2	Understand the listening skills through various tasks	**14**
CO-3	To build confidence for communicating in English and create interest for the life-long learning of English language.	**18**
CO-4	To enhance reading skills, types and activities will be entertained.Communicateinvariousformalsituationstakingplaceinorganizations	**18**
CO-5	To enrich writing skills, using variety of techniques and tools that can be used to convey intended message in said situation.	**17**
CO-6	TodevelopconfidenceforcommunicatinginEnglishandcreateinterestforthe life-long learning of English language.	**18**

Curriculum Revision:	
Version:	1.0
Drafted on (Month-Year):	June-2020
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025