

## PHU003 PROFESSIONAL COMMUNICATION

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>3.5</b>

**Course Objective:** To provide the students with essential skills required for effective communication, and, to apprise them of business communication and its role in corporate environment.

**Essentials of Communication:** Meaning, Definition, process, feedback, emergence of communication as a key concept in the corporate and global world, impact of technological advancements on communication.

**Channels of Communication:** Formal and Informal: Vertical, horizontal, diagonal, and grapevine.

**Methods and Modes of Communication:** Verbal and nonverbal, Verbal Communication: Characteristics of verbal communication, Non-verbal Communication: Characteristics of non-verbal communication, kinesics, proxemics and chronemics.

**Barriers to Communication:** Physical, semantic, language, socio-cultural, psychological barriers, Ways to overcome these barriers.

**Listening:** Importance of listening skills, cultivating good listening skills.

**Written Communication:** Business letters, memos, minutes of meeting, notices, e-mails, agendas and circulars.

**Technical Report Writing:** Types of Reports, contents of reports. Formatting, writing styles and documentation.

**Presentations:** Principles of effective presentation, power-point presentation, video and satellite conferencing.

**Interviews and Group Activities:** Personal interviews, group discussion and panel discussion

**Creative writing:** Paragraph and Essay writing, Book reviews, Movie Reviews, Editorials and articles.

**Paper writing:** Styles of paper writing: Short Communication, Review papers and Research papers, Referencing styles: MLA, Chicago Style and APA.

**Course Outcomes:** Students will have understanding of

1. the use proper writing techniques relevant to the present day technological demands, including anticipating audience reaction,
2. how to write effective and concise letters and memos,
3. how to prepare informal and formal reports,
4. how to proofread and edit copies of business correspondence
5. how to develop interpersonal skills that contribute to effective personal, social and professional relationships

**Recommended Books:**

1. Lehman, C.M., DuFrene, D.D., and Walker, R, *B-BCOM - An Innovative Approach to Learning and Teaching Business Communication*. Cengage Learning New Delhi, 2011.
2. McMurrey, A.M and Buckley, J., *Handbook for Technical Writing*, Cengage Learning, New Delhi, 2008.
3. Lesikar, R.V and Flatley, M.E., *Basic Business Communication-Skills for Empowering the Internet Generation*, Tata McGraw-Hill Publishing Company Limited. New Delhi, 2005.

**Evaluation Scheme:**

<b>Sr. No.</b>	<b>Evaluation Elements</b>	<b>Weightage (%)</b>
1	MST	30
2	EST	45
3	Sessionals (May include assignments/quizzes)	25