

17BB214-Professional Communication Lab

Course Description and Objective:

The Professional Communication course is aimed at improving written communication skills of undergraduate students and preparing them to meet professional challenges in the work spheres. Writing and Personality are not two exclusive spheres of influence and this course will work on the relationship between professional writing and a personality that is able to meet the goals of an organization in creative and innovative ways. The course will expose students to conventions of corporate communication and documentation procedures involved in the day-to-day functioning of the business world.

Training Methodology:

The methodology is designed to give hands-on practice to students in formal and informal report writing, structure and format of letters as well as other organization related work.

Learning outcomes:

After going through the course, students will acquire competency to write logical sentences and paragraphs, use appropriate diction, grammar and punctuation. They will be able to compose clear and concise messages and produce business documents for mailing to external recipients or intra-organizational circulation.

UNIT-I:

- 12 Hrs

- Elements of Technical Writing : Sentence structure - reducing verbosity - arranging ideas logically – building coherence - paragraph level and document level - topic sentence - cohesive devices – transitional – paraphrasing – précis-writing.
- Mechanics of Writing: Stylistic elements – the rapporteur- the purpose- the reader (audience) - elementary rules of grammar- choice of diction - elementary principles of composition - matters of form – punctuation - conventions of business communication -language and tone - weak links in business correspondence - ethical concerns in business writing

UNIT-II:

- 12 Hrs

- Parts of the Report: Writing an abstract - features of a good abstract – approach - compare and contrast - cause and effect.
- Types of Technical Reports : Drafting a technical proposal - formal and informal proposals - factual reports, feasibility reports, survey reports – parts of a report - title page –declaration – acknowledgements – table of contents - abstract – introduction – conclusion – citations – references - appendices - oral reports and presentations

UNIT-III:

- 12 Hrs

- Letter-Writing - Formal and informal letters - structure of formal letters - expressions of salutations, introductory and concluding paragraphs - different types of letters - sales letter - complaint letter - adjustment letter - letter to the editor - covering letter - claim letter – letter of condolence.

UNIT-IV:

- 12 Hrs

- Business Correspondence : E-mail – nature and scope - e-mail etiquette – Common Errors in composing e-mails – Quotations - Inviting quotations - sending quotations –placing orders Office Communication - agenda - notice – circular
- Effective Resume-Writing: Structure and presentation - defining career objective - projecting one’s strengths and skill-sets
- Summarizing - formats and styles - covering letter.

UNIT-V:

- 12 Hrs

- Business Proposals: Drafting business proposals - calculating profit and loss-averages - ratios and proportions – partnership - simple interest - compound interest - calculating volumes and areas
- Course of action - cause and effect- theme detection - making judgments - logical deductions - analyzing arguments – syllogisms - Venn diagrams- 2 matching definitions -verbal reasoning - numerical reasoning - working out justifications.

Reference Books:

1. Strunk , William, Jr.The Elements of Style, Fourth Edition,

2. Rozakis, Laurie, Ph.D, (2003). English Grammar for the Utterly Confused, McGraw-Hill
3. Sharma. C. (1978) Business Correspondence & Report Writing, Tata McGraw-Hill
4. Kirkman, John. Good Style: Writing for science & technology, Routledge Study Guides, second edition.
5. Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11th Reprint. Tata McGraw-Hill. New Delhi