**L Paveine**

**Semester I, SEC: Communication in Professional Life**

**Session- 20th August to 13th December 2023**

**Class type(2L+2Practical)**

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| **S. No.** | **Name of Course/Paper/Unit/Topic** | **Week/ Month wise schedule to be followed** | **No. of Tests/ Assignments/ Presentations** | **Marks Distribution** |
| **1.** | **UNIT 1**  **Introduction to professional Communication** | **August-September**  Theory of Business Communication   Introduction   What is Business Communication?   Language of Business Communication   Cultural Components – Cross-Cultural Communication, Cultural Shock,  Stereotyping, Ethnocentrism   Miscommunication & Effective Communication | Ungraded discussions and writing activities |  |
| **UNIT 2**  **Listening Skills** | August to September Practicals   Netiquettes   Audio-book Listening & Discussions   Note-taking |  |  |
| **UNIT 3**  **Speaking Skills** | **October**  **Speaking Skills**   Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation   Group Discussion   Talks- Domain-specific, Ted-Talks, Business Meets, Motivational Talks   Telephonic Skills   Persuasion Skills   Meeting & Negotiation   Interview- Promotion Interview, Job Interview, Business Interview   Functions and activities of PR | Ungraded GD and Presentation held in Practicals |  |
| **UNIT 4**  **Writing Skills** | **October -November**  **Writing Skills**   Summarising & Paraphrasing   Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter   Documentation   Advertisements & Invitation   Letter Writing- Applications, Business Letters   Report- Analytical Report, Project Report   Digital Communication in Social Space- Social Media Posts (Twitter, Facebook), Blog  Writing, Review Writing   Advertisement/Invitation/Poster Designing- Canva/MS Word/Coral   Memo, Office Order, Minutes   Making Online Academic/Work Profile- LinkedIn | 2 Assignments on CV and Notice Writing as compulsory Component for CA | 15 Marks |
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