

COMMUNICATION SKILLS FOR PROFESSIONALS

Paper Code: ETHS-301

Paper: Communication Skills for Professionals

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INSTRUCTIONS TO PAPER SETTERS:

MAXIMUM MARKS: 75

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks.

Objective: To develop communication competence in prospective engineers so that they are able to communicate information as well as their thoughts and ideas with clarity and precision. This course will also equip them with the basic skills required for a variety of practical applications of communication such as applying for a job, writing reports and proposals. Further, it will make them aware of the new developments in communication that have become part of business organisations today.

UNIT I

Organizational Communication: Meaning, importance and function of communication, Process of communication, Communication Cycle - message, sender, encoding, channel, receiver, decoding, feedback, Characteristics, Media and Types of communication, Formal and informal channels of communication, 7 C's of communication, Barriers to communication, Ethics of communication (plagiarism, language sensitivity)

Soft Skills: Personality Development, Self Analysis through SWOT, Johari Window, Interpersonal skills -Time management, Team building, Leadership skills. Emotional Intelligence. Self Development and Assessment- Self assessment, Awareness, Perception and Attitudes, Values and belief, Personal goal setting, Career planning, Self esteem.

[T1,T2][No. of Hrs. 08]

UNIT II

Introduction to Phonetics: IPA system (as in Oxford Advanced Learner's Dictionary), Speech Mechanism, The Description of Speech Sounds, Phoneme, Diphthong, Syllable, Stress, Intonation, Prosodic Features; Pronunciation; Phonetic Transcription - Conversion of words to phonetic symbols and from phonetic symbols to words. British and American English (basic difference in vocabulary, spelling, pronunciation, structure)

Non-Verbal Language: Importance, characteristics, types – Paralanguage (voice, tone, volume, speed, pitch, effective pause), Body Language (posture, gesture, eye contact, facial expressions), Proxemics, Chronemics, Appearance, Symbols.

[T1,T2][No. of Hrs. 08]

UNIT III

Letters at the Workplace – letter writing (hard copy and soft copy): request, sales, enquiry, order, complaint.

Job Application -- resume and cover letter

Meeting Documentation-- notice, memo, circular, agenda and minutes of meeting.

Report Writing - Significance, purpose, characteristics, types of reports, planning, organizing and writing a report, structure of formal report. Writing an abstract, summary, Basics of formatting and style sheet (*IEEE Editorial Style Manual*), development of thesis argument, data collection, inside citations, bibliography; Preparing a written report for presentation and submission. Writing a paper for conference presentation/journal submission.

[T1,T2][No. of Hrs. 08]

UNIT IV

Listening and Speaking Skills: Importance, purpose and types of listening, process of listening, difference between hearing and listening, Barriers to effective listening, Traits of a good listener, Tips for effective listening. Analytical thinking; Speech, Rhetoric, Polemics; Audience analysis. Telephone Skills - making and receiving calls, leaving a message, asking and giving information, etiquettes.

Presentations: Mode, mean and purpose of presentation, organizing the contents, nuances of delivery, voice and body language in effective presentation, time dimension.

Group Discussion: Purpose, types of GDs, strategies for GDs, body language and guidelines for group discussion.

Interview Skills: Purpose, types of interviews, preparing for the interview, attending the interview, interview process, employers expectations, general etiquettes.

[T1,T2][No. of Hrs. 07]

Text Books:

- [T1] Anna Dept. Of English. Mindscapes: English for Technologists and Engineers PB. New Delhi: Orient Blackswan.
- [T2] Farhathullah, T. M. Communication Skills for Technical Students. Orient Blackswan, 2002.

References Books:

- [R1] Masters, Ann and Harold R. Wallace. Personal Development for Life and Work, 10th Edition. Cengage Learning India, 2012.
- [R2] Institute of Electrical and Electronics Engineers. IEEE Editorial Style Manual. IEEE, n.d. Web. 9 Sept. 2009.
- [R3] Sethi and Dhamija. A Course in Phonetics and Spoken English. PHI Learning, 1999.
- [R4] Khera, Shiv. You Can Win. New York: Macmillan, 2003.