HUN 102	PROFESSIONAL COMMUNICATION	CATEGORY	L	T	P	CREDIT
		MNC	2	0	2	--

Preamble: Clear, precise, and effective communication has become a *sine qua non* in today's information-driven world given its interdependencies and seamless connectivity. Any aspiring professional cannot but master the key elements of such communication. The objective of this course is to equip students with the necessary skills to listen, read, write, and speak so as to comprehend and successfully convey any idea, technical or otherwise, as well as give them the necessary polish to become persuasive communicators.

Prerequisite: None

Course Outcomes: After the completion of the course the student will be able to

CO 1	Develop vocabulary and language skills relevant to engineering as a profession
CO 2	Analyze, interpret and effectively summarize a variety of textual content
CO 3	Create effective technical presentations
CO 4	Discuss a given technical/non-technical topic in a group setting and arrive at generalizations/consensus
CO 5	Identify drawbacks in listening patterns and apply listening techniques for specific needs
CO 6	Create professional and technical documents that are clear and adhering to all the necessary conventions

Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1										3		2
CO 2										1		3
CO 3						1			1	3		
CO 4										3		1
CO 5		1							2	3		
CO 6	1					1			1	3		

Mark distribution

Total Marks	CIE	ESE	ESE Duration
100	50	50	2 hours

Continuous Internal Evaluation

Total Marks: 50

Attendance   : 10 marks

Regular assessment   : 25 marks

Series test (one test only, should include verbal aptitude for placement and higher studies, this test will be conducted for 50 marks and reduced to 15)   : 15 marks

Regular assessment

Project report presentation and Technical presentation through PPT   : 7.5 marks

Listening Test   : 5 marks

Group discussion/mock job interview   : 7.5 marks

Resume submission   : 5 marks

End Semester Examination

Total Marks: 50, Time: 2 hrs.

Course Level Assessment Questions

Course Outcome 1 (CO1):

1. List down the ways in which gestures affect verbal communication.
2. Match the words and meanings

Ambiguous	promotion
Bona fide	referring to whole
Holistic	not clear
Exaltation	genuine

3. Expand the following Compound Nouns - a. Water supply. b. Object recognition. c. Steam turbine

Course Outcome 2 (CO2)

1. Read the passage below and prepare notes:

Mathematics, rightly viewed, possesses not only truth, but supreme beauty—a beauty cold and austere, like that of sculpture, without appeal to any part of our weaker nature, without the gorgeous trappings of painting or music, yet sublimely pure, and capable of a stern perfection such as only the greatest art can show. The true spirit of delight, the exaltation, the sense of being more than man, which is the touchstone of the highest excellence, is to be found in mathematics as surely as in poetry. What is best in mathematics deserves not merely to be learnt as a task, but to be assimilated as a part of daily thought, and brought again and again before the mind with ever-renewed encouragement. Real life is, to most men, a long second-best, a perpetual compromise between the ideal and the possible; but the world of pure reason knows no compromise, no practical limitations, no barrier to the creative activity embodying in splendid edifices the passionate aspiration after the perfect from which all great work springs. Remote from human passions, remote even from the pitiful facts of nature, the generations have gradually created an ordered cosmos, where pure thought can dwell as in its natural home, and where one, at least, of our nobler impulses can escape from the dreary exile of the actual world.

So little, however, have mathematicians aimed at beauty, that hardly anything in their work has had this conscious purpose. Much, owing to irrepressible instincts, which were better than avowed

beliefs, has been moulded by an unconscious taste; but much also has been spoilt by false notions of what was fitting. The characteristic excellence of mathematics is only to be found where the reasoning is rigidly logical: the rules of logic are to mathematics what those of structure are to architecture. In the most beautiful work, a chain of argument is presented in which every link is important on its own account, in which there is an air of ease and lucidity throughout, and the premises achieve more than would have been thought possible, by means which appear natural and inevitable. Literature embodies what is general in particular circumstances whose universal significance shines through their individual dress; but mathematics endeavours to present whatever is most general in its purity, without any irrelevant trappings.

How should the teaching of mathematics be conducted so as to communicate to the learner as much as possible of this high ideal? Here experience must, in a great measure, be our guide; but some maxims may result from our consideration of the ultimate purpose to be achieved.

- From "On the teaching of mathematics" – Bertrand Russell

2. Enumerate the advantages and disadvantages of speed reading. Discuss how it can impact comprehension.

Course Outcome 3(CO3):

1. What are the key elements of a successful presentation?
2. Elucidate the importance of non-verbal communication in making a presentation
3. List out the key components in a technical presentation.

Course Outcome 4 (CO4):

1. Discuss: 'In today's world, being a good listener is more important than being a good Speaker.'
2. Listen to a video/live group discussion on a particular topic, and prepare a brief summary of the proceedings.
3. List the do's and don'ts in a group discussion.

Course Outcome 5 (CO5):

1. Watch a movie clip and write the subtitles for the dialogue.
2. What do you mean by barriers to effective listening? List ways to overcome each of these.
3. What are the different types of interviews? How are listening skills particularly important in Skype/telephonic interviews?

Course Outcome 6 (CO6):

1. Explain the basic structure of a technical report.
2. You have been offered an internship in a much sought-after aerospace company and are very excited about it. However, the dates clash with your series tests. Write a letter to the Manager – University Relations of the company asking them if they can change the dates to coincide with your vacation.
3. You work in a well-reputed aerospace company as Manager – University Relations. You are in charge of offering internships. A student has sent you a letter requesting you to change the dates allotted to him since he has series exams at that time. But there are no vacancies available during the period he has requested for. Compose an e-mail informing him of this and suggest that he try to arrange the matter with his college.

Syllabus

Module 1

Use of language in communication: Significance of technical communication Vocabulary Development: technical vocabulary, vocabulary used in formal letters/emails and reports, sequence words, misspelled words, compound words, finding suitable synonyms, paraphrasing, verbal analogies. Language Development: subject-verb agreement, personal passive voice, numerical adjectives, embedded sentences, clauses, conditionals, reported speech, active/passive voice.

Technology-based communication: Effective email messages, slide presentations, editing skills using software. Modern day research and study skills: search engines, repositories, forums such as Git Hub, Stack Exchange, OSS communities (MOOC, SWAYAM, NPTEL), and Quora; Plagiarism

Module 2

Reading, Comprehension, and Summarizing: Reading styles, speed, valuation, critical reading, reading and comprehending shorter and longer technical articles from journals, newspapers, identifying the various transitions in a text, SQ3R method, PQRST method, speed reading. Comprehension: techniques, understanding textbooks, marking and underlining, Note-taking: recognizing non-verbal cues.

Module 3

Oral Presentation: Voice modulation, tone, describing a process, Presentation Skills: Oral presentation and public speaking skills, business presentations, Preparation: organizing the material, self-Introduction, introducing the topic, answering questions, individual presentation practice, presenting visuals effectively.

Debate and Group Discussions: introduction to Group Discussion (GD), differences between GD and debate; participating GD, understanding GD, brainstorming the topic, questioning and clarifying, GD strategies, activities to improve GD skills

Module 4

Listening and Interview Skills Listening: Active and Passive listening, listening: for general content, to fill up information, intensive listening, for specific information, to answer, and to understand. Developing effective listening skills, barriers to effective listening, listening to longer technical talks, listening to classroom lectures, talks on engineering /technology, listening to documentaries and making notes, TED talks.

Interview Skills: types of interviews, successful interviews, interview etiquette, dress code, body language, telephone/online (skype) interviews, one-to-one interview & panel interview, FAQs related to job interviews

Module 5

Formal writing: Technical Writing: differences between technical and literary style. Letter Writing (formal, informal and semi formal), Job applications, Minute preparation, CV preparation (differences between Bio-Data, CV and Resume), and Reports. Elements of style, Common Errors in Writing: describing a process, use of sequence words, Statements of Purpose, Instructions, Checklists.

Analytical and issue-based Essays and Report Writing: basics of report writing; Referencing Style (IEEE Format), structure of a report; types of reports, references, bibliography.

Lab Activities

Written: Letter writing, CV writing, Attending a meeting and Minute Preparation, Vocabulary Building
Spoken: Phonetics, MMFS (Multimedia Feedback System), Mirroring, Elevator Pitch, telephone etiquette, qualities of a good presentation with emphasis on body language and use of visual aids.
Listening: Exercises based on audio materials like radio and podcasts. Listening to Song. practice and exercises.
Reading: Speed Reading, Reading with the help of Audio Visual Aids, Reading Comprehension Skills
Mock interview and Debate/Group Discussion: concepts, types, Do's and don'ts- intensive practice

Reference Books

1. English for Engineers and Technologists (Combined edition, Vol. 1 and 2), Orient Blackswan 2010.
2. Meenakshi Raman and Sangeetha Sharma,"Technical Communication: Principles and Practice", 2nd Edition, Oxford University Press, 2011
3. Stephen E. Lucas, "The Art of Public Speaking", 10th Edition; McGraw Hill Education, 2012.
4. Ashraf Rizvi, "Effective Technical Communication", 2nd Edition, McGraw Hill Education, 2017.
5. William Strunk Jr. & E.B. White, "The Elements of Style", 4th Edition, Pearson, 1999.
6. **David F. Beer and David McMurrey, Guide to writing as an Engineer, John Willey. New York, 2004.**
7. **Goodheart-Willcox, "Professional Communication", First Edition , 2017.**
8. Training in Interpersonal Skills: Tips for Managing People at Work, Pearson Education, India, 6 edition, 2015.
9. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education; 1 edition, 2013.
10. Anand Ganguly, "Success in Interview", RPH, 5th Edition, 2016.
11. Raman Sharma, "Technical Communications", Oxford Publication, London, 2004.