

Integral University, Lucknow
Department of Languages
(w.e.f. Session 2020-2021)
Advanced Professional Communication

Course Code: LN 201

LTP

3 1 0

Max. Marks: 60+40=100

Unit I: Reading & Listening Comprehension (8 hours)

Ways to improve the Speed & Efficiency of Reading ,Importance of Skim Reading, Note Making, Linear Note- Making & Patterned Note- Taking, Listening Skills & Features of Effective Listening, Benefits of Effective Listening

Unit II: Writing Skills (8 hours)

C V & Resume writing, Job Application letter/Covering letter,
Precis making.: Principles of condensation, Rules for writing précis Paragraph writing ,
Development of paragraph

UNIT III: Group Discussion and Interview Skills (8 hours)

Group Discussion: Meaning &Significance, How to prepare & practice for GD, Common Pitfalls in a GD

Seminars: Definition & Conventions of a Seminar

Interview: Definition, Skills & Techniques, Preparation, Negative Interview Factors & Interview Tips

Unit IV: Presentation Skills (8 hours)

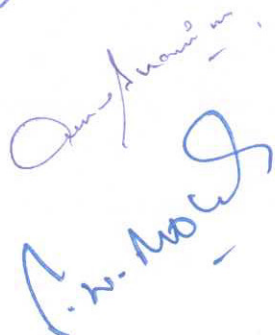

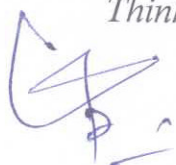
Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of Delivery, Body language, Voice dynamics.

Unit V: Project Work (8 hours)

At the commencement of the semester, the student would be assigned a topic by the Teacher/Instructor. They will research it & submit a duly documented report of about 20-25 pages by the end of the semester.

Books Recommended:

1. Raman, Meenakshi & Sharma, Sangeeta. *Technical Communication: Principles and Practice*, Oxford University Press-2013
2. Konar, Nira. *Communication Skills For Professionals*, PHI Learning Pvt. Ltd -2011
3. Board of Editors. *Written and Spoken Communication in English*, University Press-2007
4. Lata , Pushp & Kumar, Sanjay .*Communicate or Collapse :A Handbook of Effective Public Speaking , Group Discussions and Interviews*, PHI Learning Pvt. Ltd -2011
5. Duck, Steve & McMahan, David T. *The Basics of Communication : A Relational Perspective*, Sage Publication-2012
6. Laws, Anne- *Presentations*, Orient Black Swan-2011
7. O'Connor, J. D. *Better English Pronunciation*, Universal Books Stall-1991
8. Anderson, Marilyn, Nayar, Pramod K. & Sen, Madhuchhanda .*Critical Thinking, Academic Writing and Presentation Skills*, Pearson-2009



Department of Languages
Integral University, Lucknow
Syllabus
w.e.f Session 2020 -2021
Essential Professional Communication (LN 104)

L T P
3 1 0

Max. Marks: 60 +40 = 100

UNIT I: Professional Communication

Professional Communication: Its meaning & importance, Essentials of Effective Communication, Barriers to Effective Communication, The Cross Cultural Dimensions of Professional Communication

UNIT II: Language through Literature

A. Essays

“The Effect of the Scientific Temper on Man” by
Bertrand Russell “The Aims of Science and
Humanities” by Moody E. Prior

B. Short Stories

“The Meeting Pool” by Ruskin Bond
“The Portrait of a Lady” by Khushwant Singh

UNIT III: Basic Vocabulary

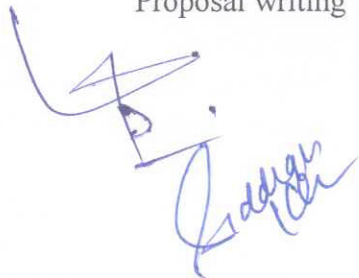
Euphemism , One-word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.

UNIT IV: Basic Grammar

Articles, Prepositions, Tenses, Concord (Subject-Verb agreement), Modal Auxiliaries, Verbs: its Kind & Uses, Degrees of Comparison, Punctuation.

UNIT V: Basic Composition

Report writing: What is a report? Kinds and objectives of reports, writing reports
Business Letter writing: Introduction to business letters, types of business letters, Layout of business letters, Letter of Enquiry / Complaint
Proposal writing



Business Communication

LN404

(proposed syllabus for the session 2020-2021)

Total Number of Sessions:35

Maximum Marks: 100

External Assessment: 60

Internal Assessment: 40

LTP: 210

Objective: The course aims to make students proficient in written as well as oral communication. The focus will be on business related communication.

Unit I: Introduction to Communication

7

Definition & process of communication, importance of communication in management, barriers and gateway in communication, 7Cs, verbal & non-verbal communication.

Corporate Communication: Definition, scope and importance.

Unit II: Communication within Organization

7

Types: Downward, Upward and Horizontal communication

Meeting: need and importance, agenda of the meeting, planning for meetings, drafting MoM (minutes of the meeting).

Memorandum

Unit III: Employment Communication

8

CV/Resume: Difference, Types of Resume, Drafting CV/Resume

Interview: Types, preparing for interview.


Siddharth




Ashu


A.N. Mohd

Mehar

Group Discussion: dos and don'ts, how to prepare for a GD

Presentation: purpose, manner of presentation, audio-visual aids in presentation, delivering an effective presentation.

Unit IV: Business Writing

6

Letters: Formal/Informal letters, formats of business letters, Types of letters (enquiry, response to enquiry, complaint, response to complaint),.

Reports: Definition, Types, structure.

Unit V: Self Concept & Communication

7

Self concept and communication, self-talk, Self-reflection

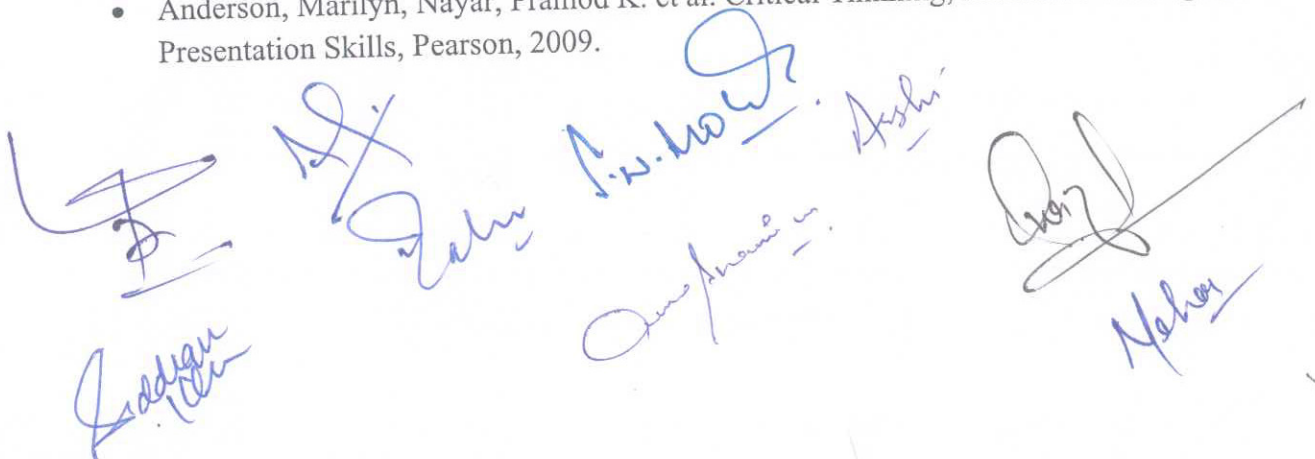
Freudian concept of self (id, ego, superego)

JOHARI Window

SWOT Analysis

Recommended Books:

- Duck, Steve and McMahan, David T. The Basics of Communication: A Relational Perspective, Sage Publications, 2012.
- Lesikar. Basic Business Communication. McGraw Hill, 2004
- Bovee. Business Communication Today. 7th Ed. Pearson Edu. 2008.
- Lata, Pushp & Kumar, Sanjay. Communicate or Collapse: A Handbook of Effective Public Speaking, Group Discussions and Interviews. PHI Learning Pvt. Ltd., 2011.
- Ramchandran KK, Lakshmi KK & Karthik KK. 2007. Business Communication. Macmillan.
- Konar, Nira. Communication Skills for Professionals, PHI Learning Pvt. Ltd., 2011.
- Anderson, Marilyn, Nayar, Pramod K. et al. Critical Thinking, Academic Writing and Presentation Skills, Pearson, 2009.

The bottom of the page features several handwritten signatures in blue ink. From left to right, there is a signature that appears to be 'Sudhan', followed by 'A. S. Kumar', 'A. S. Kumar', 'Ashu', and 'Akhil'.