

Semester	4
Paper 2	Professional speaking and Communicative writing
No. of Credits	3
Paper Code	S2BG230421T
No. of periods assigned	3
Course description/objective	<p><u>Course Outcomes (CO)</u></p> <ol style="list-style-type: none"> 1. To develop inter-personal skills and emotional intelligence in communication 2. To gain proficiency in communicative writing 3. To gain basic skills in content development 4. To gain proficiency in professional speaking skills. <p><u>Programme Outcomes (PO)</u></p> <ol style="list-style-type: none"> 1. The students will understand the application of emotional intelligence in professional contexts. 2. The students will acquire discourse competence in the different genres of communicative writing. 3. The students will understand the different modes of developing and presenting content. 4. The students will develop competence in speaking for professional and business purposes.
Syllabus	<ol style="list-style-type: none"> 1. Intrapersonal, Interpersonal and Organisational barriers to communication. 2. Motivation and Needs Theory – Maslow and Herzberg 3. Inter-personal skills, Emotional Intelligence, SWOT analysis 4. Principles of Communicative writing: advanced condensation, clarity and coherence. Avoiding Indianisms 5. Report Writing: survey reports with questionnaire 6. Business Letters: Letters of complaints, claims and adjustments 7. Letters of job application with conventional and digital resume 8. Writing Proposals 9. Documentation: Notice, Agenda and Minutes 10. Writing blogs 11. Creating Vlogs and Advertisements Storytelling/Reporting through photojournalism 12. Professional Case Studies –analysis and interpretation 13. Mock interviews with evaluation

	14. Group Discussion with evaluation
Reading/Reference Lists	<p>Company to Company – Andrew Littlejohn, CUP Technical Communication- Meenakshi Raman and Sangeeta Sharma, OUP Business Communication – Meenakshi Raman and Prakash Singh, OUP English Language Laboratories: A Comprehensive Manual – Nira Konar, PHI Business English: Pearson Commercial Correspondence –A. Ashley, OUP Business Correspondence and Report Writing – R.C. Sharma, Krishna Mohan, Tata McGraw Hill Communicating in Business, Simon Sweeney, CUP Professional Presentations – Malcolm Goodale New International Business English – Leo Jones, OUP Business Result , Upper Intermediate – OUP Speaking Effectively – CUP English for Customer Care, Oxford Business Series, OUP IELTS and BEC Papers, CUP</p> <p>Websites: English Listening Lounge www.englishlistening.com BBC Learning English www.bbc.co.uk/worldservice/learningenglish</p>
Evaluation	
Paper Structure of Theory Semester Examination	<p>Paper 2: 25 marks</p> <p>Section A – Compulsory 1 long question on letter and CV writing: 15 marks Letter Format: 2 marks Letter Content: 3 marks CV Format: 3 marks CV Content: 7 marks</p> <p>Section B – Optional 1 long question on chosen topic (proposal/minutes writing/ case study, blog): 10 marks Format: 2 marks Content: 8 marks</p>
Paper Structure of Viva Voce/Practical Semester Examination	<p>Viva: 10 marks</p> <p>Mock Interview/Group Discussion</p>

	<p>Questions based on choice of topics for GD/ open-ended, opinion, behavioural, hypothetical questions for interview Areas of Assessment: Body language and GD/Interview Dynamics: 5 marks Accuracy of Expression: 5 marks</p>
Total for Paper 2 Semester Examination	35 marks
CIA for Paper 2	15 marks CIA exam: 10marks Assignment: 3 marks Attendance: 2 marks
Sum Total for Paper 2	50 marks