

## HS304 PROFESSIONAL COMMUNICATION LAB

### Course description and Objectives:

The Professional Communication exposes students to conventions of corporate communication and documentation procedures involved in the day-to-day functioning of the business world. The course is aimed at improving written communication skills of undergraduate students and preparing them to meet professional challenges in the work spheres. Writing and Personality are not two exclusive spheres of influence and this course will work on the relationship between professional writing and a personality that is able to meet the goals of an organization in creative and innovative ways.

### Training Methodology:

The methodology is designed to give hands-on practice to students in formal and informal report writing, structure and format of letters as well as other organization related work.

### Course outcomes:

To enable students to write logical sentences and paragraphs, use appropriate diction, grammar and punctuation.

To expose them to the world of business and business register

To make them compose clear and concise business messages

To produce business documents for mailing to external recipients or intra-organizational circulation

To enable them to speak business English for handling various business situations

### Mechanics of writing

- Elements of Technical Writing : Sentence structure - reducing verbosity
  - arranging ideas logically – building coherence - paragraph level and document level - topic sentence - cohesive devices – transitionals – paraphrasing – précis-writing.

- Mechanics of Writing: Stylistic elements – the rapporteur- the purpose- the reader (audience) -elementary rules of grammar- choice of diction - elementary principles of composition - matters of form – punctuation - conventions of business communication -language and tone - weak links in business correspondence - ethical concerns in business writing

#### **Business Report Writing**

- Parts of the Report: Writing an abstract - features of a good abstract – approach - compare and contrast - cause and effect.
- Types of Technical Reports : Drafting a technical proposal - formal and informal proposals - factual reports, feasibility reports, survey reports – parts of a report - title page –declaration – acknowledgements – table of contents - abstract – introduction – conclusion – citations – references - appendices - oral reports and presentations

#### **Business Letter Writing**

- Letter-Writing - Formal and informal letters - structure of formal letters - expressions of salutations, introductory and concluding paragraphs - different types of letters - sales letter - complaint letter - adjustment letter - letter to the editor - covering letter - claim letter – letter of condolence.

#### **Business E- writing:**

- E-mail – nature and scope - e-mail etiquette – Common Errors in composing e-mails – Quotations - Inviting quotations - sending quotations –placing orders. Office Communication - agenda - notice - circular
- Effective Resume-Writing: Structure and presentation - defining career objective - projecting one's strengths and skill-sets
- Summarizing - formats and styles - covering letter.

#### **Business visual presentations**

- Business Proposals: Drafting business proposals - calculating profit and loss-averages - ratios and proportions – partnership - simple interest - compound interest - calculating volumes and areas
- Course of action - cause and effect- theme detection - making judgments - logical deductions - analyzing arguments – syllogisms - Venn diagrams - matching definitions -verbal reasoning - numerical reasoning - working out justifications.

**REFERENCE BOOKS:**

1. Strunk , William, Jr. *The Elements of Style*, Fourth Edition
2. Rozakis, Laurie, Ph.D, (2003). *English Grammar for the Utterly Confused*, McGraw-Hill
3. Sharma. C. (1978) *Business Correspondence & Report Writing*, Tata McGraw-Hill
4. Kirkman, John. *Good Style: Writing for science & technology*, Routledge Study Guides, second edition.
5. Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi