KU1DSCFNG104: ENGLISH FOR PROFESSIONAL SUCCESS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCFNG104	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	35	65	100	1.5

Course Description: The course introduces the learners to various professional skills and values required in the current job market.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To develop professional skills required for current job market	**U**
2	To gain an understanding of oral communication skills	**U**
3	To improve communication and public relations	**U**
4	To enable the learner master the basics of professional writing	**A**
5	To develop professional language skills	**An**

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔					✔	✔
CO 2	✔					✔	
CO 3	✔	✔				✔	
CO 4	✔		✔				✔
CO 5	✔			✔			✔

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
MODULE I: PROFESSIONAL COMMUNICATION : VALUES AND ETIQUETTE	**Unit 1 - Foundations of Professional Communication**		
	a)	Modes of communication: Verbal, non-verbal, visual, and written	**7**
	b)	Definition and scope of professional communication	
	c)	Key features: Clarity, formality, purposefulness	
	d)	Objectives and significance in professional settings	
	Unit 2 - Ethics and Etiquette in the Workplace		
	a)	Core workplace values and ethics	**7**
	b)	Gender and cultural sensitivity in communication	
	c)	Green ethics and environmental consciousness	
	d)	Developing humility, approachability, accountability, critical thinking, and social responsibility	
MODULE II: ORAL COMMUNICATION AT WORKPLACE	**Unit 1 - Context-Specific Communication**		
	a)	Appropriate professional language in varied workplace scenarios	**7**
	b)	Functional expressions: giving opinions, agreeing, disagreeing	
	c)	Communicative cues: interrupting, summarising, apologising	
	d)	Managerial communication: Advising, counselling, giving orders	
	Unit 2 - Persuasive and Managerial Communication		
	a)	Managerial communication: Giving instructions, resolving conflict, conducting performance reviews	**7**
	b)	Communication for marketing and sales: using persuasive, impactful language	
	c)	Targeting the audience: storytelling, value propositions, and building rapport	

MODULE III: PUBLIC SPEAKING AND INTERVIEW SKILLS	**Unit 1 - Effective Public Speaking**		
	a)	Importance of public speaking in the professional world	**7**
	b)	Corporate communication: meetings, conferences, panel discussions	
	c)	Modes of presentation: impromptu, manuscript, memorised, extemporaneous	
	Unit 2 - Interview Preparedness		
	a)	Responding to standard questions about self and background	**7**
	b)	Discussing strengths, weaknesses, preferences, goals, and values	
	c)	Demonstrating professional potential and justifying candidature	
	d)	Responding to questions on salary expectations, career aspirations, and workplace adaptability	
MODULE IV: COMMUNICATION AND PUBLIC RELATIONS	**Unit 1 - Principles of Public Relations and Professional Writing**		
	a)	Introduction to PR and its communication strategies	**7**
	b)	Basics of professional writing: tone, clarity, and structure	
	c)	Crafting press releases, tweets, and brief announcements	
	Unit 2 - Writing for Digital and Social Media		
	a)	Composing social media posts and engaging captions	**7**
	b)	Writing testimonials and public feedback	
	c)	Managing online presence: creating and curating professional profiles	
	d)	Using platforms like LinkedIn for career development and networking	
MODULE V	**Teacher Specific Module**		**4**
	Directions:		
	● Conduct mock interviews and presentation exercises.		

	• Utilize the language lab for enhancing pronunciation, fluency, and listening skills. • Organize group discussions and role-play scenarios for real-time communication practice. • Encourage students to maintain a communication portfolio: emails, reports, blogs, and social media posts. • Introduce reflection journals to help learners assess their communication growth.

Essential Readings:

1. Bovée, Courtland L. and John V. Thill. *Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace.* Pearson, 2020.
2. Chaturvedi, P. D. and Mukesh Chaturvedi. *The Art and Science of Business Communication: Skills, Concepts, Cases, and Applications.* Pearson, 2017.
3. Ellis, Richard. *Communication Skills: Stepladders to Success for the Professional*. Intellect, 2002.
4. Ghosh, B. N. Ed. *Managing Soft Skills for Personality Development*. McGraw-Hill, 2012.
5. Jones-Macziola, Sarah and Greg White. *Further Ahead: Learner`s Book*. CUP, 1998.
6. Lata, Pushp and Sanjay Kumar. *English for Effective Communication*. OUP, 2013.
7. MacKenzie, Ian. *English for Business Studies Student's Book: A Course for Business Studies and Economics Students.* CUP, 2010.
8. Wilcox, Dennis L, et al. *Public Relations: Strategies and Tactics*. Pearson, 2015.
9. Zarefsky, David. *Public Speaking: Strategies for Success*. Pearson, 2017.

Assessment Rubrics:

Evaluation Type	Components		Marks
End Semester Evaluation (ESE)	Theory		50
	Practical		15
	a)	Viva - Voce	15
	ESE Total		**65**

Continuous Evaluation (CE)	Theory		25
	a)	Test Paper- 1	5
	b)	Test Paper-2	5
	c)	Assignment	10
	d)	Seminar	5
	Practical		10
	a)	Presentation	10
	CE Total		**35**
Total (ESE + CE)			**100**