



BAPATLA ENGINEERING COLLEGE:: BAPATLA (Autonomous)

PROFESSIONAL COMMUNICATION

IV B.Tech – VII Semester (Code: OEL1)

Lectures	3	Tutorial	0	Practical	0	Credits	3
Continuous Internal Evaluation			30	Semester End Examination (3 Hours)		70	

Course Objectives

The course will enable students to

- Improve grammar, mechanics and writing style for clarity, concision, coherence and emphasis and increase knowledge of technical communication
- Identify and understand the facets and functions of the primary genres of technical writing, reports, proposals and project reports
- Define and identify different life skills required in professional life
- Explain the basic mechanics of effective communication and demonstrate these through presentations.

Course Outcomes

The students will be able to

- CO1: Utilize writing skills in writing Technical reports, Project Proposals and make oral presentations of their findings
- CO2: Develop strategies for addressing multiple audiences, expert and lay audiences.
- CO3: Apply principles of cross cultural etiquette and build professional network
- CO4: Demonstrate improved competency of Soft Skills required for the workplace

UNIT-I

Preparing project reports

Research methods- Abstract writing- background knowledge of the research topic- Literature review—Plagiarism- methodology- sampling- data collection and analysis- Integrate tables, figures, and other images into documents -presenting the findings- conclusion- preparing references- Appendices

UNIT II

Oral presentation of the Projects (Viva voce)

Presentation and oral communication skills- presenting the findings of research- Maintaining audience orientation- body language- voice modulation- delivery of ideas

UNIT III

Life skills for professionals

Understanding career management- Networking professionally- Mastering Cross Cultural Etiquette - Respecting social protocols- Developing a long term career plan- Making career choices





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UNIT IV

Corporate Etiquette

Power Dressing – Greeting – Introduction - Polishing Business Manners (Hand Shakes, Gifts, Humor, Office Behavior) – The art of Small talk & Conversations - Dining Etiquette

Reference Books

- ❑ Training in Interpersonal Skills: Tips for Managing People at Work, Pearson Education, India; 6th edition, 2015.
- ❑ The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education; 1 edition, 2013.
- ❑ Butterfield Jeff, "Soft Skills for Everyone", Cengage Learning India Pvt Ltd; 1 edition, 2011.
- ❑ Markel, Mike, Technical Communication (9th Edition) Boston: Bedford/St. Martin's, 2009.

Mapping of Course Outcomes with Program Outcomes & Program Specific Outcomes															
CO	PO's												PSO's		
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3
CO1	-	-	-	-	-	-	2	2	3	3	3	2	-	2	-
CO2	-	-	-	-	-	-	2	2	3	3	3	2	-	2	-
CO3	-	-	-	-	-	-	0	2	3	3	3	2	-	2	-
CO4	-	-	-	-	-	-	2	2	3	3	3	2	-	2	-