

**BSDP 401: Communication in Professional Life****Total Hours: 30**

**Learning Objectives:** The Learning Objectives of this course are as follows:

- To prepare the students for their upcoming professional fields.
- To inculcate the fundamentals of professional and business communication.
- To learn aspects of global communication.
- To enhance employability skills of the learners by enabling them to write effective resumes and face interviews with confidence

**Learning outcomes:** The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to improve presentation skills to be learnt by effective use of verbal and non-verbal communication for the professional field.
- After studying this course, students will be able to acquire practical employability skills to be disseminated through focused sessions on practical employable knowledge.
- After studying this course, students will be able to enhance professional communication.
- After studying this course, students will be able to improve persuasion and negotiation skills which will be useful for the professional field.

**Syllabus:****UNIT I: Theory of Business Communication:****7 Hours**

Introduction; What is Business Communication? Language of Business Communication; Cultural Components-Cross-Cultural Communication, Cultural Shock, Stereotyping, Ethnocentrism; Miscommunication & Effective Communication.

**UNIT II: Listening Skills:****7 Hours**


Netiquettes: Audiobook Listening & Discussions; Note-taking


**UNIT III: Speaking Skills:****8 Hours**

Presentation Skills- Oral Presentation, Ppt. Preparation, Ppt. Presentation; Group Discussion; Talks-Domain-specific, Ted-Talks, Business Meets, Motivational Talks; Telephonic Skills; Persuasion Skills; Meeting & Negotiation; Interview- Promotion Interview, Job Interview, Business Interview; Functions and activities of PR.

**UNIT IV:****8 Hours**

**Writing Skills:** Summarising & Paraphrasing; Job-Oriented Skills- CV, Resume & Bio- Data, Job Application Letter; Documentation; Advertisements & Invitation; Letter Writing- Applications, Business Letters; Report- Analytical Report, Project Report; Digital Communication in Social Space- Social Media Posts (X, Facebook), Blog Writing, Review Writing; Advertisement/Invitation/Poster

  
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Designing- Canva/MS Word/Coral; Memo, Office Order, Minutes; Making Online Academic/Work Profile- LinkedIn

**Text & References:**

- Kaushik, J.C. and K.K. Sinha eds., English for Students of Commerce, Oxford University Press, New Delhi.
- Sethi, Anjana & Bhavana Adhikari, Business Communication, Tata McGraw Hill.
- Anjana Neira Dev, et.al, eds. Business English, Department of English, University of Delhi, 2011, Pearson Publications, New Delhi.

  
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