



University of Kerala

Discipline	ENGLISH				
Course Code	UK5SECENG300				
Course Title	ENGLISH FOR PROFESSIONAL COMMUNICATION				
Type of Course	SEC				
Semester	V				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4
Pre-requisites	Basic English competence				
Course Summary	English for Professional communication is designed to equip the learners with essential language skills for effective communication in various workplace contexts. The students are introduced to the basics of professional communication and how to create an impression through language. The course aims to facilitate learners in refining their abilities to write, speak and present themselves in a professional context. It endeavours to develop their interpersonal skills to effectively navigate workplace dynamics.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Professional Communication		12
	1	Elements of professionalism- conventional communication model- barriers-social communication model Bovée, Courtland L. and John V. Thill. “Communicating as a Professional”. In Business Communication Today, Global Edition, 15th edition, Pearson, 2021, pp. 46-56.	
	2	How AI Is Changing The Way We Communicate: The Future Of Interaction By Kurt Allen https://www.forbes.com/councils/forbescommunicationscouncil/2025/03/05/how-ai-is-changing-the-way-we-communicate-the-future-of-interaction/	
II	Perfecting Professional Presence through Communication		12
	3	Preparing for and attending interviews https://learnenglish.britishcouncil.org/english-levels/improve-your-english-h-level/how-prepare-job-interview-english	

	4	Workplace, online and telephone/mobile etiquette Bovée, Courtland L. and John V. Thill. "Professional Etiquette". In Business Communication Today, Global Edition, 15th edition, Pearson, 2021, pp. 101-104.	
III	Presentation and Group Discussion Skills		12
	5	Preparing a presentation - mediums of presentation - delivering the presentation - overcoming stage fright Chaturvedi, P D and Mukesh Chaturvedi, "Presentations", In The Art and Science of Business Communication: Skills, Concepts, Cases, and Applications, Pearson, 2017, pp. 244-254	
	6	Mastering the Art of Group discussions https://www.people-purpose.com/post/mastering-the-art-of-group-discussions	
IV	Effective Professional Correspondence		12
	7	Formal letter- application Chan, Mable. "Job application letter". In English for Business Communication, Routledge, 2020, pp. 91-93	
	8	CV and Resume https://www.un.org/womenwatch/osagi/pdf/preparing%20resumes.PDF	
	9	Email "How To Write a Professional Email: A Complete Guide". Indeed.com. https://in.indeed.com/career-advice/career-development/how-to-write-a-professional-email	
	10	Meeting minutes Chan, Mable. "Minutes". In English for Business Communication, Routledge, 2020, pp. 196-198.	
V	Practicum		12
	11	Mock interviews Prepare and make presentations on business related topics Suggested viewing: "What's the best way to give a presentation?" TED-Ed video, https://youtu.be/1sOgYNgq88E?si=ssbMBg4H3sj8JKZE Writing cv, resume, letters, emails, and meeting minutes Conduct group discussions AI tools for effective presentation https://bostoninstituteofanalytics.org/blog/top-12-ai-presentation-tools-every-student-and-teacher-should-know/ https://geekflare.com/guides/best-ai-presentation-makers/	

Suggested Reading

“Résumés and CVs”. Purdue University.

https://owl.purdue.edu/owl/job_search_writing/resumes_and_vitas/index.html

6 Negotiation Skills All Professionals Can Benefit From By Kelsey Miller
<https://online.hbs.edu/blog/post/negotiation-skills>

Madhukar, R K. *Business Communication*. 4th Edition, 2024, Vikas Publishing House.

Bovée, Courtland L. and John V. Thill. *Business Communication Today*, Global Edition, 15th edition, Pearson, 2021.

Bhatia, R. C., *Business Communication*. New Delhi: Ane Books Pvt Ltd., 2008

Guffey, Mary Ellen. *Business Communication: Process and Product*. 3rd ed. Cincinnati, South-western College Publishing, 2000.

Lata, Pushpa and Sanjay Kumar. *English for Effective Communication*. OUP, 2013.

Rai, Urmila. *English Language Communication Skills*. Mumbai, Himalaya Publishing House, 2010.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the basics of professional communication and its significance.	R, U	3, 6
CO 2	Use verbal and non-verbal communication to convey information clearly and professionally.	Ap, An, C	1, 6, 12, 13
CO 3	Improve their skills to create and project a polished professional image.	U, Ap, C	1, 5, 6
CO 4	Display proficiency in presentation and group discussions.	Ap, An, E, C	1, 6, 7
CO 5	Demonstrate mastery in professional correspondence and communicate efficiently and effectively in diverse business environments.	Ap, An, E, C	1, 3, 6, 12

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: English for Professional Communication

Credits: 2:0:1 (Lecture: Tutorial: Practical)

CO	CO	PO/PSO	Cognitive	Knowledge	Lecture (L)/	Practical
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No.			Level	Category	Tutorial (T)	(P)
1	CO 1	1,4/ 3, 6	R, U	C	L	P
2	CO 2	1,3,4/ 1,6,12, 13	Ap, An, C	P	L	P
3	CO 3	4,5/1, 5, 6	U, Ap, C	P,C	L	P
4	CO 4	4,6/ 1, 6, 7	Ap, An, E, C	P	L	P
5	CO 5	3,4,5/ 1, 3, 6, 12	Ap, An, E, C	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PS O1	PSO 3	PS O5	PS O 6	PS O7	PSO 12	PSO 13	PO1	PO3	PO4	P05	PO6
CO 1		1		1				1		2		
CO 2	3			3		3	2	2	3	2		
CO 3	3		1	3						1	2	
CO 4	2			3	1					2		1
CO 5	3	2		3		3			3	2		2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz
- Role play
- Group Discussion
- Assignment
- Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignmen t	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓			✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓