

Course Title	Professional English for Career Development				
Type of Course	Vocational Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites					
Course Summary	<p>This is a comprehensive course designed to enhance learners' language proficiency and communication skills in a professional context. Through a combination of theoretical lessons, practical exercises, and real-world simulations, students will develop the linguistic competence and confidence necessary to excel in their careers. The course will cover various aspects of professional communication, including writing, speaking, listening, and interpersonal skills, tailored to meet the demands of contemporary workplace environments.</p>				

COURSE OUTCOME

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To develop advanced proficiency in written communication for professional purposes	U	C	Writing Assignments- emails, reports Seminar Presentation Written Test
CO2	Enhance and describe oral communication skills for effective workplace interactions	An	P	Role Plays Oral Presentation In-class discussion Written Test
CO3	Evaluate listening comprehension skills and critical thinking abilities to accurately understand and respond to spoken communication in professional settings.	E	C	Listening comprehension tasks Mock Interviews Peer Group Presentations
CO4	Develop confidence and professionalism in all aspects of professional English communication	C	P	Assignment Seminar Presentation Role Plays Written Test
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)</p> <p># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
I	Written Communication Skills		10	15
	1	Principles of effective business writing	2	
	2	Crafting professional emails	2	
	3	Writing reports and proposals	2	
	4	Application Letter- Resume- Covering Letter	2	
	5	Business correspondence and etiquette	2	
	<p>ACTIVITY: Divide students into groups and assign each group a different business scenario. Ask them to craft professional emails and reports.</p> <p>Learners may be asked to prepare a resume, cover letter and job application.</p>			
II	Oral Communication Skills		10	15
	6	Presentation skills: planning and delivery	2	
	7	Presentation skills: visual aids	2	
	8	Participating in meetings and discussions	2	
	9	Negotiation and persuasion techniques	2	
	10	Handling challenging conversations and conflicts	2	
<p>ACTIVITY: Have learners prepare and deliver short presentations on topics relevant to their field of study or interests using audio-visual aids.</p> <p>Organize simulated meetings or discussions where students take on different roles.</p>				
III	Listening Comprehension and Critical Thinking in the Workplace		16	20
	11	Active listening strategies	3	
	12	Understanding spoken instructions and presentations	3	
	13	Extracting key information from meetings and discussions	2	
	14	Responding appropriately to verbal communication	2	
	15	Analyzing and evaluating information	2	
	16	Creative thinking techniques for innovation	2	
	17	Applying critical thinking to real-world workplace scenarios	2	

	<p>ACTIVITY: Conduct listening exercises where students listen to audio recordings or live presentations and summarize the key points.</p> <p>Facilitate group discussions or meetings and instruct students to extract important information or action items.</p> <p>Provide students with case studies, reports, or data sets. Instruct them to analyse the information critically.</p>			
IV	Career Advancement Strategies		12	20
	18	Networking skills: building professional connections and relationships	3	
	19	Job search techniques	2	
	20	Interview preparation	3	
	21	Professional development and lifelong learning	2	
	22	Personal branding and self-promotion	2	
	<p>ACTIVITY: Interview tips from an industry expert can be provided.</p> <p>Conduct mock interviews with students playing the role of both interviewer and interviewee.</p> <p>Invite guest speakers or alumni to share their experiences and insights on career development and lifelong learning.</p> <p>Have students create personal branding portfolios or online profiles showcasing their skills, achievements, and career aspirations.</p>			
V	Open Ended Module: Intercultural Communication		12	10
	1	<ul style="list-style-type: none"> ● Understanding cultural differences in communication styles ● Adapting communication strategies for diverse audiences ● Overcoming cultural barriers in the workplace ● Building cross-cultural relationships and collaboration <p>Open-Ended Exploration and Assessment:</p> <ul style="list-style-type: none"> ● Written assignments (e.g., emails, reports) ● Oral presentations and role-plays ● Listening comprehension tasks (e.g., summarizing spoken content) ● Critical thinking exercises (e.g., analyzing case studies) ● Participation in discussions and simulations 		

Note: The course is divided into five modules, with four having total 22 fixed units and one open-ended module with a variable number of units. There are a total of 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules.

Mapping of COs with PSOs and POs :

	PS O1	PS O2	PS O3	PS O4	PSO 5	PS O6	P O 1	P O 2	P O 3	PO 4	PO 5	PO6	PO7
CO 1	-	3	-	-	-	-	1	2	-	-	-	-	-
CO 2	2	3	-	-	-	-	1	2	-	-	-	-	-
CO 3	-	3	-	-	-	-	-	-	3	-	-	-	-
CO 4	-	3	-	3	-	-	-	2	3	-	-	-	-

Correlation Levels:

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

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar 10%
- Midterm Exam 10%
- Programing Assignments (10%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓

Core Texts

MODULE 1

"Writing That Works: How to Communicate Effectively In Business" by Kenneth Roman and Joel Raphaelson

<https://www.studocu.com/in/document/university-of-mumbai/bachelors-of-mass-media-bmm/writing-that-works-how-to-communicate-effectively-in-business-e-mail-letters-memos-presentations-plans-reports-proposals-resumes-speeches-pdfdrive/31535529>

MODULE 2

Dr M. Farook. *English for Communication*, Emerald Publishers, 2015

MODULE 3

Lynch, Tony. *Study Listening*. New Delhi:CUP, 2008.

Kenneth, Anderson, Tony Lynch, Joan MacLean. *Study Speaking*. New Delhi: CUP, 2008

MODULE 4

Jay. *Effective Presentation*. New Delhi: Pearson, 2009.

References

Boucher, Jane. *Email Writing Skills: Essential Guide to Effective Communication*. Kogan Page, 2017.

Chatfield, Tom. *Critical Thinking: Your Guide to Effective Argument, Successful Analysis and Independent Study*. SAGE Publications Ltd, 2017.

Hoppe, Michael H. *Active Listening: Improve Your Ability to Listen and Lead*. American Management Association, 2017.

Murphy, Herta A., Herbert W. Hildebrandt, and Jane P. Thomas. *Effective Business Communication*. McGraw-Hill Education, 2016.

Patterson, Kerry, et al. *Crucial Conversations: Tools for Talking When Stakes Are High*. McGraw-Hill Education, 2011.

Roman, Kenneth, and Joel Raphaelson. *Writing That Works: How to Communicate Effectively In Business*. Harper Business, 2010.

Online Resources:

<https://www.sciencedirect.com/journal/english-for-specific-purposes>