

Programme	B.Voc				
Course Name	English for Professional Communication				
Type of Course	AEC				
Course Code	MG3AECENG200				
Course Level	200-299				
Course Summary	This course aims at providing the learner an overview of the world of career building in the twenty-first century along with empowering him/her with necessary communicative skills and employability skills for getting and sustaining a career.				
Semester	3	Credits			3
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others
		3	0	0	0
Pre-requisites, if any					

CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand employability skills and compose well-structured letters and design Resumes and CV's	A	4
2	Analyse the fundamental skills and etiquette required for facing job interviews and group discussion	An	1,2,4,5,9
3	Apply basic principles for preparing official documents like notices, memos, reports etc.	A	4,5
4	Comprehend the basic etiquette and netiquette for maintaining good interpersonal relationships and group dynamics	U	1,4,5,6,8, 9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1	1.1	Introduction • Soft skills and hard skills • Communication skills • Employability skills • How to plan your career • The job market	3	1
	1.2	Job application letter and email • Components of a job application letter. • How to write an effective job application letter • How to write a follow-up letter/email • Dos and don'ts in a job application letter	5	1
	1.3	Resume and CV • Significance • Components/structure • Difference between a Resume and CV • How to prepare an attractive Resume	7	1
2	2.1	Interview skills • Types and significance of job interviews • Preparing for a job interview • Major questions asked at job interviews and how to answer them effectively • Creating the best impression • Interview etiquette: Dos and Don'ts	8	2

2.2	Group discussion • Types, significance and purpose of GD • Preparing for a group discussion • Skills required • Etiquette: Dos and Don'ts	7	2
3.1	Language skills for workplace • Letters for various purposes (leave application, transfer requests, application for promotion, business letters etc.) • Notices • Memos • Orders • Agendas • Reports • Social media management	8	3
3.2	Interpersonal skills and group dynamics in workplace • Emotional intelligence • Leadership quality • Empathy • Relationship building • Negotiation • Non-verbal Communication (Model conversations)	5	4
3.3	Etiquette and netiquette • Dos and Don'ts in workplace	2	4
4	Teacher specific component		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Interactive sessions Hands-on training Group discussion Mock interview Role play ICT Enabled lectures			
Assessment Types	MODE OF ASSESSMENT A. Continuous Comprehensive Assessment (CCA) Continuous Comprehensive Assessment (CCA – 25 Marks) Seminar Presentations Class tests Role plays			
	B. Semester End Examination Written Examination – 50 marks			
	Descriptive Type	Word Limit	Number of Questions to be added	Marks
	Essay	300 words	1 out of 3	1x 15 =15
	Short Answer	50 words	6 out of 9	6 x 5 = 30
	MCQ	NA	5	5
			Total Marks	50