# INVERTIS UNIVERSITY

## Value Added Course (VAC)

## Professional Communication Course (PC02)

B.Tech. Final Year, B.Tech.+MBA (Integrated), B.Tech.+M.Tech. (Integrated), B.Pharm. Final Year

**Course Code: PC02**                                               **Course Hours: 36**

## COURSE OBJECTIVE:

- To give complete knowledge of soft skills and personality development.
- Help students to get educated about unproductive thinking, self defeating emotions, self-defeating behaviour and pointless conduct.
- Introduce students, to increase their self esteem and develop their cognitive skills.
- Helpful to improve personal qualities & work ethics.
- To give complete knowledge of formal/informal writing skills.

| Modules | Details | Hours |
|---|---|---|
| **Module I** | **Employability Quotient**: Resume building, Customization & Presentation, Covering letter and working philosophy, Social effectiveness, Business etiquettes (Power dressing). | 6 |
| **Module II** | Interview Skills:  Interview and its types, Do's & Don'ts of Interview, Three stages of MOCK Interview - Technical MOCK, General MOCK (HR Interview) and MOCK final stage (Final assessment by the expert). | 8 |
| **Module III** | Language Development: Based on reading, Listening & Speaking, Vocabulary building.<br>Assessment Test: Word association test, Situation reaction test, Case studies. | 12 |

## Module III Details

| Sl. No. | Reading | Listening | Speaking |
|---|---|---|---|
| 1 | This section includes 3-4 passages of 700 words each, where students have to answer questions about main ideas, details, vocabulary, rhetorical purpose, and overall ideas. | This section includes 6 passages of 3-4 minutes in length. In this section, there are passages that include 2 student conversations and 4 academic lectures or discussions. Each conversation is heard only once. Each conversation will be associated with 5 questions, whereas each lecture with 6 questions. In this section, students will be asked to determine the main ideas, important details, speaker purpose, and attitude. | This speaking section consists of six tasks: 2 independent tasks and 4 dependent tasks. In independent tasks, the candidate has to answer opinion questions on familiar tasks. Candidates are judged on their ability to speak spontaneously and clearly. While the dependent task will be a group activity having 3-5 members in each team. |
| 2 | Resume Reading & learning. | Listening recorded video interview. | Giving introduction, Details of resume and MOCK Interviews. |

| | Reading | Listening | Speaking |
|---|---|---|---|
| 3 | Reading of company's profile, job descriptions, product & services etc | Listening technical reviews and lecture (Video). | 10 Minutes of Individual elaboration of what they read & listen to. |
| 4 | Reading Article of 20 latest technology of the specialized field. | Listening to professional Introductions (Audio). | Project Presentation + Technical Presentation on a given topic. (Branch wise specific topic) |
| 5 | Evaluation Test | Listening: Evaluation Test | Speaking Evaluation Test |
| 6 | Reading Assessment by Experts. | Listening: Assessment by Experts. | Speaking Assessment by Experts. |
| 7 | Outcome Grade (A1, A2, B1, B2 C1, C2, D, E1, E2) | Outcome Grade (A1, A2, B1, B2 C1, C2, D, E1, E2) | Outcome Grade (A1, A2, B1, B2 C1, C2, D, E1, E2) |

| | | |
|---|---|---|
| **Module IV** | Basic Communication tools:<br>  i.  Email writing<br>  ii.  Telephones etiquettes<br>  iii.  Internet Calling: Google voice and others<br>  iv.  Video and web conferencing<br>  v.  Social networking sites<br>  vi.  G-Suite and Microsoft 365/Office<br>  vii.  Blogging | 5 |
| **Module V** | Group Discussion: Group discussion techniques, Do's & Don'ts of Group discussion, how to appear in GD, How to give an effective statement, How to become a leader? | 5 |
| **Module VI** | Placement practice & task with CRC assistance (Activate from day one)<br>  i.  Listing of companies (Name of the company, profiles available in companies, product & services, contact details (Phone Number & Email ID), date wise status.<br>  ii.  Submission of resume, covering letter and working philosophy.<br>  iii.  Follow up with companies professionals by students.<br>  iv.  Line up final Interview. | Continuous Process |

## ADDITIONAL EXPERT CLASSES/WORKSHOPS

| Sr. No. | Topic |
|---|---|
| 1 | Stress Management |
| 2 | Time Management |
| 3 | Professional Etiquettes |
| 4 | Technical Workshops: Based on the specific industrial requirements. |
| 5 | Aptitude Classes |
| 6 | Theatre/Motivational lectures |

## COURSE OUTCOME

Upon completing the course students will

- Have carried out investigations in the work environment on how to speak, write and respond in English.
- Be able to demonstrate good speaking skills.
- Be able to critically assess in English language.
- Be able to perform on high standards of Industrial needs.
- Be able to actively and independently participate in public speaking and presentation platforms.
- Be able to demonstrate leadership skills and teamwork skills.
- Be able to influence top management through professional etiquettes.
- Be able to perform effectively in Interviews.
- Be able to create job space in top companies.
- Be able to carry effective business correspondence.
- Be able to use basic and latest communication tools.

## Assessment Sheet Specimen

Student's assessment sheet (Refer assessment sheet given below figure 1.1) comprises more than ten assessment standards based on a different part of proficiency each standard includes ten marks and the total marks are 100. On the basis of the marks scored by the students, they will be given a grade (Refer Grading system sheet below figure 1.2) and then they will get a certificate of communication proficiency.

| Sr. No. | Student's Name | Student's ID | Resume Submission | Resume Content & Effectiveness | Covering letter | Work Philosophy | Placement task Company Listed | Verbal & Non Verbal Ability | | | Mock Interview Performance | Group Discussion | Technical Content | Presentation | Netiquette | Final Score | Grade |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | /10 | /10 | /10 | | Body Language | Speaking/ 10 | Writing/ 10 | /10 | /10 | /10 | /10 | /10 | /100 | |

Figure 1.1

1. Non Credit Course
2. **Main field(s) of study:** Professional Communication
3. **Grading System:** A1, A2, B1, B2, C1, C2, D, E1, E2 (Grading System mentioned below)

# Final Year Grading System

Students of final year will be evaluated on a 9-point grading system. Each grade, given on the basis of both formative and summative assessments, will correspond to a range of marks.

The nine-point grading scale for measuring scholastic achievements is reproduced here:
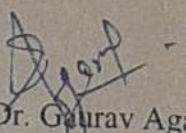
| Marks Range | Grade | Grade Points |
|---|---|---|
| 91-100 | A1 | 10.0 |
| 81-90 | A2 | 9.0 |
| 71-80 | B1 | 8.0 |
| 61-70 | B2 | 7.0 |
| 51-60 | C1 | 6.0 |
| 41-50 | C2 | 5.0 |
| 33-40 | D | 4.0 |
| 21-32 | E1 | C |
| 00-20 | E2 | C |
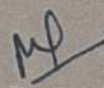
**Figure 1.2**
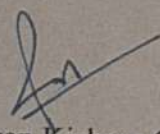
## Suggested Readings:
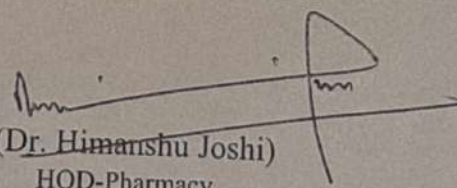
1. Basic communication skills for technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011

2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011

3. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011

4. The Ace of Soft Skills: Attitude, Communication, and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, Pearson, 2013

5. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010

6. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals – PHI, 2011

7. Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press, 2011

8. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning India pvt.ltd, 2011

9. Soft skills and professional communication, Francis Peters SJ, 1 st Edition, Mc Graw Hill Education, 2011

10. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009 12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, Mc Graw Hill, 1999
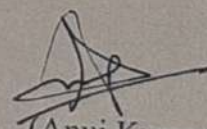
(Amritansh Mishra)
Assistant Professor
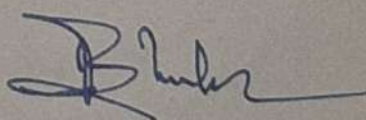(Professional Communication)

(Dr. Gaurav Agarwal)
HOD-CSE

(Mon Prakash Updhyay)
HOD- EE, EEE, EC

(Shravan Kishore Gupta)
HOD-Civil

(Dr. Himanshu Joshi)
HOD-Pharmacy

(Anuj Kumar)
HOD-Mechanical

(Dr. R.K. Shukla)
Dean- Engineering & Technology

# Department of Commerce

**06 Oct 2021**

## CIRCULAR

## VALUE ADDED COURSE (Professional Communication Course)

### B. Tech (CSE)

Students of B. Tech (CSE) 3rd & 4th year are hereby informed that the value-added course "Professional Communication Course" is scheduled from 16 October 2021 in your respective classroom, Academic Block-II.

**Schedule**:

- Time Slot: 03:00 PM to 05:00 PM
- Key Speaker: Mr. Amritansh Mishra
- Duration: 2 hrs Per Day

## Program Overview:

This course aims to introduce the basic concept of Communication and its applications, challenges, and its importance. It enables the students to apply these skills in their life and take advantage of them to make their life professionally effective.

Dean
Faculty of Engineering & Technology
Invertis University
Bareilly-243123, UP

Dr. Gaurav Agrawal
**Head**
Department of Computer Science
& Engineering
Invertis University
Bareilly-243123, UP

Registrar
Invertis University
Bareilly

# INVERTIS
## UNIVERSITY BAREILLY

# PROFESSIONAL COMMUNICATION COURSE

## Value Added Course

### Program Overview -

The objective of the program is to introduce the basic concept of Communication and its applications, challenges and its importance . it enable the students to apply these skills in thier life and take the advantages of it to make their life professionally effective .

**Hod :**
Dr. Gaurav Agrawal

**Key Speaker :**
Mr. Amritansh Mishra

Head
Department of Computer Science & Engineering
Invertis University
Bareilly-243

Dean

Registrar
Invertis University
Bareilly

# PROFESSIONAL COMMUNICATION COURSE
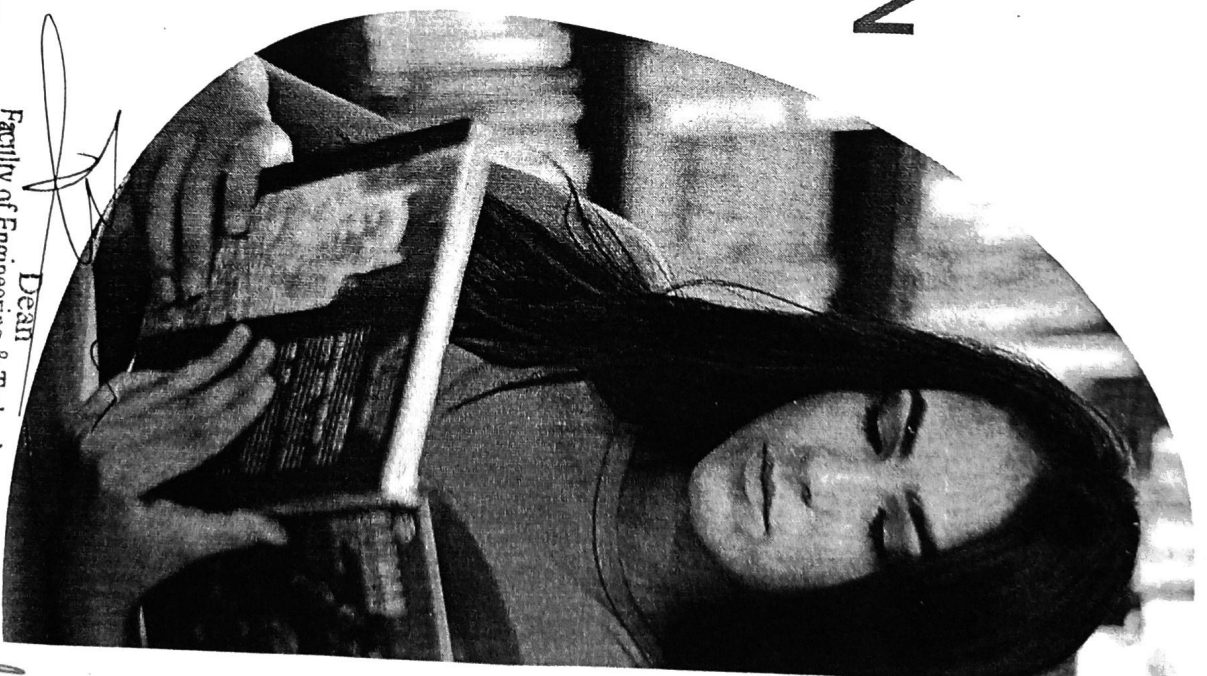
**INVERTIS** UNIVERSITY BAREILLY

**Organized by:**

Department of computer
Science & Engineering

**Program :** B.Tech ( V & VII Sem )

🕒 03:00 pm – 05:00 pm

🏢 16 Oct 2021 - 10 Nov 2021

**Hod :**
Dr. Gaurav Agrawal

Head
Department of Computer Science
& Engineering
Invertis University
Bareilly-243 1

**Key Speaker :**
Mr. Amritansh Mishra

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