



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE	PROFESSIONAL COMMUNICATION	
Course Learning Outcomes: On successful completion of the module students will be able to: 1. Demonstrate current communication practices. 2. Showing them four pillars of communication with examples. 3. Expose the students to soft skills required to succeed in any field they enter 4. Develop their mindsets and direct them to think and communicate ethically 5. Explain the need and importance to adapt to other cultures		
Gist of this course in maximum 3 to 4 lines	The course is based on the use of communication principles to develop soft skills and programs and enable fluency in formal and informal situations. The course will assess ability to adapt in culturally diverse situations and ensure ethical communication practices.	
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	Process of Communication: 1.1 Principles & Practices of Communication 1.2 Types of Communication 1.3 Barriers to Communication 1.4 Communication Networks 1.5 Formal and informal communication 1.6 Forms of organizational communication	10
2.	LSRW in Communication 2.1 Listening – active vs passive (Talk less, listen more) 2.2 Speaking - Speech vs enunciation (mind your tone) 2.3 Reading –Focus on the structure not on the theme alone 2.4 Writing – Precise, not only précis writing .	04
3.	Soft Skills for Effective Managers (list of soft skills) 3.1 Introduction and Importance 3.2 Self-motivation, Mindset and attitudes 3.3 leadership, time management, team working 3.4 Managing change, conflict resolution.	10

	3.5 Emotional quotient, negotiation skill	
4.	Internal & External Written Communication 4.1 Importance & Forms of Written Communication 4.2 Employment Communication: 4.3 Email, Press – Releases, Official Correspondence 4.4 Circulars, Notices, Suggestions & Proposals 4.5 Report Writing & Minutes of Meetings	10
5.	Cross Cultural Communication 5.1 Meaning and cases 5.2 Need, Aspects & Challenges	10
6.	Ethical Issues of Communication 6.1 Meaning and cases 6.2 Rumors, transparency, fake news, honesty, integrity, accountability 6.3 Responsible Communication	10
	Total Number of Lectures	54
Teaching Methodology :	1. Books 2. Films 3. Class exercises	
Suggested Reference books Business Communication: Techniques & Methods by Juneja Om P./Mujumdar Aarati Business communication By Hudson R H Selzler B J Business communication for managers By Penrose J M & etc. Business communication-2007 ed. By Locker k & Etc. Business Communication: Theory and Application,1998. By Ramond V and Etc. Basic business communication-By Lesikar R V & Flatley M E Contemporary business communication,2005-By Ober Scot Effective Business Communications,2 004 By Irwin D Ed. Business Communication,2003 By Sinha K K Basic Business Communication,2002 By Lesikar, R. V. And Flatley Business Communication,2000 by Guffey Mary Ellen Suggested Journals Journal Soft Skills Indian Management Harvard Business Review Journal of Commerce & Management Thought		