



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
 (Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
 Syllabus with effect from the Academic Year 2024-2025 (Based on NEP, 2020)

BSW III Semester

Course Code	UA03AEBSW01	Title of the Course	Professional Communication
Total Credits	2	Hours Per Week	2

Course Objectives	<ul style="list-style-type: none"> • To develop an understanding of Communication and its types • To acquire Formal Writing Skills
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Course Content		
UNIT	DESCRIPTION	WEIGHTAGE (%)
1	Understanding Communication <ul style="list-style-type: none"> • Meaning of Communication • 7 Cs of Communication • Process and Types of Communication • Barriers to Communication 	50%
2	Formal Writing <ul style="list-style-type: none"> • Job Application/Cover Letter • CV and Resume Writing • Email Writing 	50%

Teaching Learning Methodology	Interactive Lectures Guest Sessions PowerPoint Presentations Self Study Assignments	Individual & Group Presentations Peer Learning
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	50%
2.	Internal Continuous Assessment in the form of Quizzes, Assignments, Attendance, Active Learning, Class Test	
3.	University Examination	50%

Course Outcomes: After Completion of the Course, students will be able to:	
1.	Develop effective communication skills
2.	Develop writing skills using a variety of techniques and tools that can be used to convey the intended message in said situation.



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Suggested References:	
Sr. No.	References
1.	Pal, R. & Korlahalli, J.S. (2009). <i>Essentials of business communication</i> . New Delhi: Sultan Chand & Sons.
2.	Jain, A.K., Bhatia, P. & Sheikh, A.M. (2001). <i>Professional communication skills</i> . New Delhi: S Chand & Co. Ltd.
3.	Bhardwaj, K. (2008). <i>Professional Communication</i> . New Delhi: I.K. International Publishing House Pvt. Ltd.

Online Resources
1. https://www.revolutionlearning.co.uk/article/the-7-cs-of-communication/
2. https://www.shiksha.com/online-courses/articles/the-barriers-of-communication/
3. https://www.vedantu.com/commerce/barriers-in-communication
4. https://byjus.com/english/email-writing/
5. https://www.careerpower.in/email-writing.html
6. https://www.indeed.com/career-advice/resumes-cover-letters/what-is-a-cv
7. https://icc.ucdavis.edu/materials/resume/resumecv