

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



**BOARD OF STUDIES: AD –HOC BOS ENGLISH
PROGRAMME: B.COM (DIGITAL BUSINESS)
SEMESTER: II
NOMENCLATURE OF THE COURSE: PROFESSIONAL
COMMUNICATION
NEP Vertical: Ability Enhancement Course
Credit: 2**

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Programme:	B. Com (Digital Business)
Nomenclature of the Course:	Professional Communication
Total Marks	50
Semester:	II
Academic year	2025-2026

LEARNING OBJECTIVES:

1. To discuss and summarize various types of interactions in the contemporary workspace.
2. To design comprehensive presentations that integrates aspects of both creation and delivery styles.
3. To inculcate values and ethics in drafting of official correspondence in order to uphold the professional integrity.

COURSE OUTCOMES:

1. Learners will be able to reflect on their communication skills to identify the areas of continuous improvement.
2. Learners will use their critical thinking abilities to create tactical and effective communication solutions.
3. Learners will demonstrate integrity and respect in professional interactions by applying ethical concepts to their communication practices.

Unit	Course Content	Andragogy	No of Lectures
I	Professional Communication: <ul style="list-style-type: none"> • Presentation Skills • Email and Communication in digital workspace • Interviews, Group Discussion, Meetings • Seminars, Webinars and Conferences • Communication etiquette, netiquette and Ethics • Social media usage 	Lecture, AV Presentations	15
II	Business Correspondence: <ul style="list-style-type: none"> • Business letters – complaint letters, consumer grievance letter, RTI letter • Report Writing • Technical Writing • Drafting Notice, Agenda, Resolutions and introduction to Minutes of the Meeting • Creating LinkedIn Profile 	Classroom activities and peer learning	15

Reference Books:

1. Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
3. Hanh, T. N. (2013). *The art of communicating*. Random House.
4. Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. *Pertanika Journal of Social Sciences & Humanities*, 21(2).

5. Garner, B. A. (2013). HBR guide to better business writing (HBR Guide Series). Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). Messages: The communication skills book. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). Writing that works: How to communicate effectively in business. Harper Collins.
8. Andersen, P. A. (1999). Nonverbal communication: Forms and functions (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). Advanced Communication Techniques (4th ed.). Oxford University Press.
10. Roeh, I. (2017). Digital communication: Strategic and operational communication in the digital age. Palgrave Macmillan.

QUESTION PAPER PATTERN

Internal Continuous Assessment

Sr. No	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	Total	20

Term End Examinations (TEE)

Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length theory Question OR	12
	B. Full Length theory Question	
2	A. Full Length theory Question OR	12
	B. Full Length theory Question	
3	Short Notes (Any 2 out of 3)	6