

## Department of Communication and Soft Skills

**Course Title: Professional Communication & Ethics**

**Credits: 3**

**Level: III / IV B.Tech (All Branches)**

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### SYLLABUS

#### Course Objectives

By the end of the course students should be able to:

- Understand and apply the principles of professional communication to a variety of professional / workplace contexts.
- Understand the fundamentals of organizational behavior.
- Strengthen skills in writing, research and presenting.
- Articulate oral and written messages in a clear, appropriate and persuasive manner to suit specific purposes, audiences and contexts at work place.
- Understand the importance of Culture in organizational communication.
- Understand the importance of ethics in workplace.
- Apply various theories and resolve ethical dilemmas.
- Evaluate ethical decisions

#### Competency 1: Professional Communication

An Overview of Professional Communication – Communication Principles - 5 Essential Professional Communication Skills – Visual Communication – Communication Networks - Behavioral Styles – Being Assertive – Saying No – Dealing with the Rambler – Responding to Criticism – Leader vs Manager - Case studies and discussions

#### Competency 2: Business Writing

What and why of Business Writing - Business Vocabulary - Giving and Writing Instructions - Delivering Good / Bad News - Media Communication – Multi Channel Communication - Professional Writing and Editing - Email Etiquette - Writing Executive Summary – Report Writing – Progress Reports – Investigative Reports.

#### Competency 3: Corporate Communication

Neo Professionalism - Telephone Etiquette - Teleconferencing - Face to Face Communication - Managing Social Networking as Interpersonal Communication - Effective human relations at workplace - Time Management - Multi tasking - SMART Goal setting - Planning - Prioritization - Effective Execution - Importance of Interviewing - Types of Interviews - Structuring Effective

Interviews - Corporate Branding - Advanced Presentational Speaking. Case studies and discussions

#### **Competency 4: Cross Cultural Communication**

An Overview - High and Low Context Cultures - Understanding Cultural Diversity- Awareness of Individual Cultures and Cultural Tolerance – Importance of Non Verbal Communication Across Cultures- Tactics and Timing - [Dozen Rules of Thumb for Avoiding Inter Cultural Misunderstandings](#) - Managing Conflict - Negotiation - Culture as Context for Communication - Case studies and discussions.

#### **Competency 5: Professional Ethics**

An Overview - Core values of an Individual - Business - Team - Organizations - Code of Ethics and Challenges

Professionalism at Workplace – Trends – Tenets – Taboos - Harassment and Misconduct - Equal opportunity - Discrimination – Diversity -Use of Drugs, Alcohol, Smoking and Weapons - Use of State Property and Intellectual Property- Plagiarism - Explain wrong doing - Case studies.

Ethical Decisions - Conflicts of Interest - Gifts and Gratuities - Outside Employment – Nepotism - Human Resource Issues - Maintaining Records and Information - Information Security and Confidentiality – Risk taking – Ethical Dilemmas -Whistle blowing- Safety Measures - Employee Health and Safety - Technology & Environment - Case studies and discussions.

#### **References:**

1. Business Communication for managers: An advanced approach, by Penrose, Cengage learning.
2. Inter cultural communication for business by O'Rourke & Tuleja, Cengage learning
3. Professional Communication in Engineering. by [H.E. Sales](#). Palgrave Macmillan 2009.
4. Business Communication by Nawal. Cengage Learning Publishers
5. Communication for professional engineers by W. P. Scott, Bertil Billing. Thomas Telford, 1998
6. The Skills of Negotiating by [William P Scott](#), [B. Scott](#). Wildwood House, 1981.
7. [Thinking Like an Engineer: Studies in the Ethics of a Profession](#), by Michael Davis (1998) Practical and Professional Ethics Series.
8. Understanding Professional Ethics Kaplan's publishing.
9. Reason and professional ethics by [Peter Davson-Galle](#). Ashgate Publishing, Ltd., 2009.
10. Cross Cultural and Inter Cultural Communication. by William B. Gudykunst. Sage Publications India Pvt Ltd, New Delhi.2003.
11. Corporate Communications: Theory and Practice. by [Joep Cornelissen](#). Sage Publications India Pvt Ltd, New Delhi.2004.

## **Related Activities**

- Presentation of one's own work. Eg Corporate Information – Profile of Company.
- Analysis of a company's strengths and weaknesses, general and financial
- Comparing company Work culture and Nature.
- Simulated negotiations and business meetings
- Handling personnel matters – eg Time management, Communication at work.
- Role plays of chairing business meetings and negotiations.
- Professional hospitality, entertaining visitors and handling social situations, using the telephone
- Intercultural understanding Case studies and discussions.