



University of Management and Technology
School of Commerce and Accountancy
Quaid e Azam Campus

Course Outline

Course Title: Communication Skills & Professional Development (EN-352)	
Program	B. Com. (Hons.)
Credits Hours	3
Duration	15 Weeks / 30 Sessions
Prerequisites	English I, II&III.
Resource Person	
Contact/Email	

Course Description:

This course is intended to be an interesting and stimulating content for upper-intermediate students of B. Com. (Hons.) and M.Com. It provides the practical reading, speaking, listening and writing skills necessary for learners who need English for working in Business. It also contains a wide range of essential vocabulary and grammar activities. All four language skills (listening, speaking, reading and writing,) will be focused by using a variety of resources (online material, contemporary newspaper and magazine articles, films, documentaries) with a particular emphasis on grammar and vocabulary.

Learning Objectives:

After studying this course the students will be able to:

1. Develop the students' writing skills to enable them to respond to input applying information to a specified task, to elicit, to select, to summarize information in Professional and Formal Writing.
2. Develop the students' listening skills to enable them to understand and apply specific information from the input.
3. Develop the students' speaking skills to enable them to use general, social and professional language.
4. Provide material for the students to learn pronunciation of the English sounds, to learn to read, write, and to know the fundamentals of English grammar and vocabulary.

Teaching-Learning Methodology:

- Lectures
- Recommended Text/Supplementary Texts
- Handouts
- Case Studies
- Skill Development Exercises
- Guest Speakers
- Project Report/Term Paper

Recommended Text Book:

1. **The Secrets of Successful Communication: A Simple Guide to Effective Encounters in Business (2011)**
by Kevin T. McCarney

Supplementary Text Books:

1. **English for Everyone Slipcase: Business English (17 Jan 2017)**
By DK
2. **Effective Technical Communication (2017)**
By Ashraf Rizvi

Assessment & Evaluation:

Quizzes	15%	
Assignments	10%	} 20%
Final Project		
Project Presentation/Presentations	10%	
Mid Term	25%	
<u>End Term Exam</u>	<u>40%</u>	
Total:	100	

Assignments and Quizzes Policy:

- Assignment submission after the two days of due date would not be accepted. The submission will be allowed for the very next two days after submission deadline with a penalty of 0.5 deduction each day. **No re-take of assignment.**
- **There will not be any re-take of the quizzes.**

SCHEDULE OF ACTIVITIES

Week	Contents/Topics to be Taught	Tasks/Activities
1	1.1 Introduction to the Course Outline/ Assessment of students' current proficiency level. 1.2 Communication skills / Understanding of communication and its global importance/ Verbal and Non-Verbal Language	Course Outline Distribution Illustration through Communication Model
2	2.1 Different Aspects of Communication. Face Saving n Turn Taking 2.2 Job description and job satisfaction , Acronyms for job titles	Discussion Session Writing: Brief job description.
3	3.1 Letters of Application/ Cover Letter 3.2 Pronunciation & Phonetic Sounds: How to improve pronunciation through IPA Chart.	Writing Practice Quiz 1 Practice: Vocabulary item pronunciation
4	4.1 Speech & Language: Voice, Pitch and Intonation 4.2 Language for Greetings	Lecture Assignment 1 Writing formal/informal introductions
5	5.1 Academic Writing Skills. Clause Connectors, and Grammatical Accuracy 5.2 Text Coherence and Text Unity	Oral drill Writing activity on adding connectors and logical connections in a text
6	6.1 Impromptu Speech: Handling Uncertain Situation 6.2 Public Speaking	Flashcard Activity Assignment 2
7	7.1 Speech & Language: Pratt Software Voice Analysis 7.2 Revision of the course	Quiz 2 Lecture and Practice
8	MID TERM EXAMINATION	

9	9.1 Grammar: use of infinitives and Gerunds forms 9.2 7 C's of Communication	Lecture and Practice Identification and Application
10	10.1 Business Proposal: Language, Style and Template 10.2 Proposing different innovative ideas on planning a small scale business	Classroom Discussion Quiz 3
11	11.1 Pronunciation: Correct and Incorrect Pronunciation 11.2 Reading Task: Article Reading and how to infer the implied meaning from the text.	Oral drill: Phonetic Sound After reading find out the POS (Parts of Speech) Assignment 3
12	12.1 Case Study Analysis 12.2 Panel Interview: When You'll Be Facing Multiple Interviewers at the Same Time	Class Activity Quiz 4
13	13.1 Handling questions in a panel interview. 13.2 Advanced Syntactic Errors in English Language	Classroom Activity related with Q/A Sessions. Practice Worksheet
14	14.1 Presentations of the assigned topic/ Project submission 14.2 Ongoing Presentations	Assignment 4 (Conversational Analysis)
15	15.1 Ongoing Presentations 15.2 Revision of the Course	Assignment 4 (Conversational Analysis) Address students queries
16	END TERM EXAMINATION	