



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Engineering

Level: UG

Subject Code : BE03000051

Subject Name : Professional Communication and Ethics

w. e. f. Academic Year:	2024 - 2025
Semester:	3
Category of the Course:	HSMC

Prerequisite:	Students must have knowledge of basic English
Rationale:	The rationale of the curriculum is to equip students with the knowledge, skills and ethical frameworks necessary for academic and professional success. The curriculum fosters effective communication, critical thinking and responsible decision-making in diverse real-world contexts.

Course Outcome:

After completion of the course, students will be able to:

No	Course Outcomes	RBT Level
01	Understand and apply the fundamentals of professional communication and relate it to real life situations	R,U,A,N,E
02	Compose essential formal documents in appropriate formats for various professional situations	R,U,A,C
03	Demonstrate advanced communication skills in presentation, public speaking, and contribute effectively in group communication	R,U,A,N,E,C
04	Practice professional manners and etiquette and imbibe people skills for professional communication	R,U,A,N,E,C
05	Understand professional ethics and ethical dilemmas to devise solutions	R,U

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching - Learning Scheme (in Hours per Semester)					Total Credits = TH/30	Assessment Pattern and Marks					Total Marks
L	T	P	PBL*	TH		Theory		Tutorial / Practical			
						ESE (E)	PA (M)	PA/ (I)	PBL/ (I)	ESE (V)	
30	0	30	0	60	02	70	30	20	0	50	170

*** Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.**

Where L = Lecture, T= Tutorial, P= Practical, TW/SL = Term-Work / Self-Learning, TH = Total Hours, PA = Progressive Assessment, ESE = End-Semester Examination



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Professional Communication: - Fundamentals of Communication: Definition, concept and models (Linear Model, Shannon and Weaver Model) - Characteristics of Language - Levels of Communication: Intrapersonal, Interpersonal, Extra personal, Organizational, Mass, Cultural Communication - Flow of Communication - Barriers of Communication - Nonverbal Communication: Kinesics, Proxemics, Paralinguistic features, Chronemics, Haptics, Olfactics, Oculistics	5	20
2.	Professional Documentation: - Business Letter Writing (Inquiry, Reply, Order, Complaint, Adjustment, Sales, Requesting purchase on Credit, Accepting or Rejecting the Credit request) - Memo writing as an internal organizational Communication - Report Writing (Memo format, Letter format) - Preparing Agenda, Notice and Minutes of Formal Meeting - Email Writing - Professional Resume writing - Technical Proposal (Solicited / Unsolicited) - Technical Description Note*Only practical and application type questions shall be asked from this unit.	5	15



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3.	Advanced Public Speaking Skills: 1. Presentation: - Organizing Professional Presentations: Structuring the speech effectively, Outlining key points, Developing compelling introductions and conclusions - Delivery Techniques: Extemporaneous, Memorization, Impromptu, Manuscript - Using Presentation Aids: Integrating presentation aids into speeches, Designing effective presentation aids 2. Public Speaking: - Mediated public speaking - Informative speaking - Persuasive speaking and methods of persuasion - Special occasion speaking - Motivational Speaking 3. Interview Skills: - Objectives of interviews - Types of interviews (telephonic, face-to-face - campus and on-site) - Stages of job interviews 4. Group Discussions: - Organizational Group Discussions (Nominal, Delphi, brainstorming) - Group discussions as part of the selection process 5. Group Communication: - Meetings, Conferences, Symposia and Seminars	6	20
4.	Professional Etiquette: Essential Guidelines (Requirements, Dos & Don'ts): - Concept of Social Manners, Morals and Etiquette - Etiquette for Small Talks - Workplace Etiquette - Mobile Etiquette - Internet & Social Media Etiquette - Etiquette for Foreign Business Trip - Etiquette for the Visit of Foreign Counterpart	5	15
5.	People Skills for Professional Communication: - Time Management - Stress Management - Respecting Privacy - Learning to Say 'No'	5	15



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	• Team Building • SWOT Analysis • Creative and Critical thinking • Physical Quotient, Intelligence Quotient, Emotional Quotient, Spiritual Quotient		
6.	Professional Ethics • Concept of Ethics • Importance of Ethics in Life • Principles of Ethics • Engineering Ethics • Understanding and Resolving Ethical Dilemmas • Corporate Social Responsibility (CSR)	4	15
	Total	30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
25	25	20	10	10	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Ramesh and Ramesh, *The Ace of Soft Skills*, Pearson, 2019
2. Raman M. and Sharma S., *Technical Communication: Principles and Practice*, OUP, New Delhi, 2017
3. Lata P. and Kumar S., *Communication Skills*, OUP, New Delhi, 2018
4. Dan O' Hair, Rubenstein Hannah and Stewart Robert, *A Pocket guide to Public Speaking*, 5th Edition, Bedford/st.Martins, 2015
5. Mitra B., *Personality Development and Soft Skills*, 1st Edition, OUP, 2011,
6. Fraleigh D. and Joseph T. *Speak Up!: An Illustrated Guide to Public Speaking*, 5th Edition, Bedford/st.Martins, 2019
7. Pillai S. and Fernandez A., *Soft Skills and Employability Skills*, Cambridge University Press, 2017
8. Shinde, *Life Skills and Personality Development*, Cambridge University Press, 2022
9. Alex K., *Soft Skills – Know Yourself and Know the World*, 3rd Edition, S. Chand, 2014
10. Seebauer Edmund G. and Barry Robert L., *Fundamentals of Ethics for Scientists and Engineers*, Oxford University Press, 2008



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11. Harkut Dinesh G. and Bamnote Gajendra R., *Professional Ethics for Engineers*, Notion Press, 2023

(b) Open source software and website:

1. <https://www.scu.edu/ethics/focus-areas/more-focus-areas/engineering-ethics/engineering-ethics-cases/>

Suggested Course Practical List/ List of Laboratory Activities:

Sr. No.	List of Practical	No. of Hours	Preferably to be conducted in
1	Communication game by passing message to understand the barriers	2	Classroom/Lab
2	Letter Writing	4	Classroom/Lab
3	Preparing Professional Resume	2	Classroom/Lab
4	Notice, Agenda and Minutes of Meeting	2	Classroom/Lab
5	Email writing	2	Classroom/Lab
6	Report Writing	2	Classroom/Lab
7	Technical Proposals	2	Classroom/Lab
8	Case Studies on Ethical Dilemmas and Solving them	4	Classroom/Lab
9	Mock Interviews, GDs	4	Classroom/Lab
10	Book Review	2	Classroom/Lab
11	Preparing content for popular Digital Platforms (Advertisement, Digital Brochure, Digital Portfolio, Website, Academic Use of AI, Blog - Podcast - Vlog etc)	4	Classroom/Lab
12	Presentations(online and offline)	2	Classroom/Lab
	Total Hours:	32	

Suggested Books List for Book review:

1. You Can Win by Shiv Khera
2. How to win friends and influence people by Dale Carnegie
3. Getting things done: The art of stress free productivity by David Allen
4. Quiet: The Power of Introvert in the World they can't stop talking by Susan Cain
5. The Alchemist by Paulo Coelho
6. The 7 habits of highly effective people by Stephen Covey
7. What to say when you talk to yourself by Dr. Shad Helmstetter
8. The big leap by Gay Hendricks
9. Thinking fast and slow by Daniel Kahneman
10. The art of thinking clearly by Ralf Dobelli



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11. Upside –Down King by Sudha Murthy
12. Born to be happy by Pramod Batra
13. Ikigai: The Japanese Secret to a Long and Happy Life By by Héctor García & Francesc Miralles
14. Poor little rich slum by Rashmi Bansal
15. Most and more by Mahatria Ra
16. The Old Man and the Sea by Ernest Hemingway
17. Rich Dad Poor Dad by Robert Kiyosaki
18. The Monk Who Sold His Ferrari by Robin Sharma
19. Who Moved My Cheese? By Dr. Spencer Johnson
20. The Business of the 21st Century by Robert Kiyosaki
21. My Experiments with Truth by Mahatma Gandhi
22. Five Point Someone by Chetan Bhagat
23. The Secret by Rhonda Byrne
24. The Power of Positive Thinking by Norman Vincent Peale
25. The Power of Your Subconscious Mind by Joseph Murphy
26. The 5 AM Club by Robin Sharma
27. Who will cry when you die? By Robin Sharma
28. Discover Your Destiny by Robin Sharma
29. The Wing of Fire by A.P.J. Abdul Kalam
30. I have a Dream by Rashmi Bansal
31. The 5 Steps to Success by Yandamoori Veerendranath
32. You Are Born To Blossom by A.P.J. Abdul Kalam
33. Tiya: A Parrot's Journey Home by Samarpan
34. The God of Small Things by Arundhati Roy
35. How to develop a 'Never Give up' Attitude by Dr. Hardik Joshi
36. Three Thousand Stitches: Ordinary People, Extraordinary Lives by Sudha Murthy
37. Chanakya in Daily Life by Radha Krishnan Pillai
38. Siddhartha by Hermann Hesse
39. Kiss that Frog by Brian Tracy
40. Eat That Frog!: 21 Great Ways to Stop Procrastinating and Get More Done in Less Time by Brian Tracy

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