

SYLLABUS FOR THE BATCH FROM YEAR 2025 TO 2026
FOR

**Certificate Course in Communication and
Professional Skills in English**
(Credit Based Evaluation and Grading System)

EXAMINATIONS: 2025-2026



Department of English
In collaboration with
Directorate of Open & Distance Learning and Online Studies

GURU NANAK DEV UNIVERSITY
AMRITSAR

**Certificate Course in Communication and Professional Skills in English (Semester System)
Offered by Department of English in Collaboration with Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev University Amritsar**

Eligibility:

- +2 or equivalent examination
- Any student pursuing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU campus constituted or affiliated college.

Semester - I

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
ODCPE111T	Business English	30	70	100	4
ODCPE112T	Professional Communication and Career Development	30	70	100	4
ODCPE113T	Effective Communication and Professional Etiquette	30	70	100	4
ODCPE114T	Empowering Careers: Workforce Development and Value Creation	30	70	100	4
Total Marks & Credits		120	280	400	16

Course Name: Business English
CourseCode: ODCPE111T
(Semester-I)

Time:03Hours **Max.Marks:100Marks**
InternalAssessment:30 Marks
EndTerm:70Marks

Instructions for the Paper-Setter/examiner:

1. Question papers shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub-parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A

Communication as Sharing

Meaning of Communication

Seven C's of Communication

Verbal Communication

Non-Verbal Communication

Channels of Communication

Downward Communication

Upward Communication

Horizontal Communication

Diagonal Communication

Section-B

Barriers to Effective Communication

Improper Encoding

Bypassing

Physical and Psychological distractions

Intercultural Differences

Section- C

Business Memos

Business Memos

Characteristics of Business Memos

Parts of a Memo

Writing Strategies

Section-D

Reports

Nature and Significance

Types of Reports

Formats of Reports

Structure of Formal Reports

➤ Course Objectives

The Objectives of the course are to help students:

Develop essential business skills.

Enhance problem-solving and critical thinking.

Learn key concepts of global business.

➤ Learning Outcomes

At the end of this course the students will be able to:

Refinement of writing skills vis-a-vis Report writing, Business Memos.

Enhancement of ability in terms of career related activities.

Ability to discuss and evaluate ideas.

Suggested Readings

1. Chaturvedi, P.D. and Mukesh Chatrvedi. *The Art and Science of Business Communication-Skills, Concepts, Cases and Applications*, 5th ed., Pearson 2024.
2. Raman Meenakshi and Sangeeta Raman. *Technical Communication- Principles and Practice*. 3rd ed., Oxford University Press, 2015.
3. Rizvi, M. Ashraf. *Effective Technical Communication*, 16th ed., Tata McGraw Education Private Limited, 2010.

CourseName:Professional Communication and Career Development

CourseCode: ODCPE112T

(Semester-I)

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 30 Marks

End Term: 70 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub-parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A

Resume Skills

Preparation and Presentation

Common errors

Section-B

Interview Skills

Preparation and Presentation

Simulation

Common Errors

Section- C

Group Discussion Skills

Meaning and methods of Group Discussion

Procedure of Group Discussion

Simulation

Common Errors

Section-D

Exploring Career Opportunities

- Knowing yourself - personal characteristics
- Knowledge about the world of work
- Requirements of jobs including self-employment
- Sources of career information
- Preparing for a career based on their potentials and availability of opportunities

➤ Course Objectives

- The Objectives of the course are to help students:
- Acquire career skills and fully pursue to partake in a successful career path
- Prepare a good resume, prepare for interviews and group discussions
- Explore desired career opportunities in the employment market in consideration of individual interest

➤ Learning Outcomes

At the end of this course the students will be able to:

- Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax
- Actively participate in a simulated interview
- Capture a self-interview simulation video regarding the job role concerned
- Enlist the common errors generally made by candidates in an interview
- Perform appropriately and effectively in group discussions
- Explore sources (Online/offline) of career opportunities
- Identify career opportunities in consideration of their own potential and aspirations
- Use the necessary components required to prepare for a career in an identified occupation

Suggested Readings

1. Mandal, S.K. *How to Succeed in Group Discussions & Personal Interviews*. Jaico Books, 2013.
2. Pollak, Lindsey. *Getting from College to Career: Your Essential Guide to Succeeding in the Real World*. Harper Business, 2012.
3. Roman, Kenneth, and Joel Raphaelson. *Writing That Works: How to Communicate Effectively in Business, E-mail, Letters, Memos, Presentations, Plans, Reports, Proposals, Resumes, Speeches*. Quill, 2000.
4. Schuman, Nancy. *The Job Interview Phrase Book: The Things to Say to Get You the Job You Want*. Adams Media, 2009.

5. Sharma, Nitin. *Group Discussion*. Unicorn Books, 2013.
6. Spiropoulos, Michael. *Interview Skills That Win the Job: Simple Techniques for Answering All the Tough Questions*. Allen & Unwin, 2006.

Course Name: Effective Communication and Professional Etiquette

Course Code: ODCPE113T

(Semester-I)

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 30 Marks

End Term: 70 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub-parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section-A

Social and Cultural Etiquette

Need for etiquette

Importance of time, place, propriety and adaptability to diverse cultures

Section-B

Office Etiquette

Dressing and appearance

Communication courtesies

Basics to become a useful team member

Section- C

Email Etiquette

Impact of email

Potential and pitfalls of email

Writing a good email

Section-D

Telephone Etiquette

General phone calls

Phone calls with customers and colleagues

Commercial phone calls

➤ Course Objectives

The Objectives of the course are to help students:

Acquire appropriate social and cultural etiquette to pursue better career goals

Assimilate essential office etiquette to ensure smooth and professional interactions in formal settings

Observe the necessary workplace etiquette to maintain official protocol ensuring better output and professionalism

➤ Learning Outcomes

At the end of this course the students will be able to:

Comprehend the necessity to develop essential etiquette in work culture

Observe time, place, propriety and adaptability to diverse cultures

Recognize the need to follow appropriate dressing style at workplace

Imbibe befitting communication courtesies and maintain professionalism

Behave appropriately and respect hierarchy and teamwork

Use proper email formats and follow cyber security protocols

Develop the skill to handle telephonic conversation in different scenarios

Inculcate necessary social, cultural and office etiquette to ensure better opportunities at employability and build positive workplace relationships

Employ clear, concise, and respectful language in official correspondences

Suggested Readings

1. Post, Peter, et al. *Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success*. 3rd ed., William Morrow & Co, 2009.
2. Chaney, Lillian H. and Jeanette S. Martin. *The Essential Guide to Business Etiquette*. Praeger Publishers, 2007.
3. Chaney, Lillian H. and Jeanette S. Martin. *Intercultural Business Communication*. 6th ed., Pearson, 2014.
4. Fox, Grace. *Office Etiquette and Protocol*. Learning Press, 1998.
5. Kakkar, Shital. *Business Etiquette: A Guide for the Indian Professional*. Harpercollins, 2012.
6. Emerson, Paul. *Email English*. Macmillan, 2003.
7. Hanna, Richard C., Scott D. Swain, and Jason Smith. *Email Marketing in a Digital World*. Business Expert Press, 2016.
8. Hughes, John. *Telephone English*. Macmillan, 2006.

Course Name: Empowering Careers: Workforce Development and Value Creation

Course Code: ODCPE114T

(Semester-I)

Time: 03 Hours

Max. Marks: 100 Marks

Internal Assessment: 30 Marks

End Term: 70 Marks

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of **Four sections**.
2. Paper setter shall set **Eight questions** in all by selecting **Two questions** of equal marks from each section. However, a question may have sub-parts (not exceeding four sub-parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt **Five questions** in all, by at least selecting **One question** from each section and the **5th question** may be attempted from any of the **Four sections**.
4. The question paper should be strictly according to the instructions mentioned above.
In no case a question should be asked outside the syllabus.

Section-A

Foundations of Career Development

Introduction to Career Development Interventions

Importance of Systematic Career Development Interventions

Future Trends in Career Development

Professionalism in Career Growth

Creativity and Its Role in Career Success

Section-B

Using Information and Communication Technologies to Support Careers

21st-Century ICT Trends in Career Development

The Internet as a Tool for Career Guidance

Integrated Career Planning Systems

Leveraging Social Media for Professional Growth

Section- C

Effective Communication in Career Advancement

**Certificate Course in Communication and Professional Skills in English (Semester System)
Offered by Department of English in Collaboration with Directorate of Open & Distance
Learning and Online Studies, Guru Nanak Dev University Amritsar**

- Types of Professional Meetings and Their Importance
- Conducting Effective Telephone and Videoconference Meetings
- Tips for Successful Conference Calls and Online Meetings
- Social Media Communication for Career Networking
- Enhancing Digital Presence for Career Success

Section-D

Strategic Thinking and Problem-Solving

- Practical Applications of Career Development Strategies
- Ways to Become More Creative in Problem-Solving
- Implementing the Six Thinking Hats Technique
- Recognizing and Seizing Career Opportunities
- Aligning Personal Strengths with Industry Needs

➤ Course Objectives

- The Objectives of the course are to help students:
 - To understand and apply career development interventions to enhance individual career trajectories.
 - Leverage information and communication technologies (ICT) to support and innovate career planning and guidance.
 - Cultivate professionalism and creativity to adapt to evolving workplace demands.

➤ Learning Outcomes

- At the end of this course the students will be able to:
 - Design and implement effective career development programs tailored to individual and organizational needs.
 - Utilize ICT tools, including social media and integrated career planning systems, to enhance career guidance and virtual communication.
 - Exhibit a high level of professionalism and apply creative approaches to address workplace challenges.

Suggested Readings

1. Dede, Chris. *"Comparing Frameworks for 21st Century Skills."* Harvard Graduate School of Education, 2009.
2. Caligiuri, Paula. *Get a Life, Not a Job: Do What You Love and Let Your Talents Work for You.* FT Press, 2010.
3. Miles, John R. *Passion Struck: Twelve Powerful Principles to Unlock Your Purpose*

**Certificate Course in Communication and Professional Skills in English (Semester System)
Offered by Department of English in Collaboration with Directorate of Open & Distance
Learning and Online Studies, Guru Nanak Dev University Amritsar**

and Ignite Your Most Intentional Life. Post Hill Press, 2024.

4. Pink, Daniel H. *Drive: The Surprising Truth About What Motivates Us.* Riverhead Books, 2009.
5. Pryor, Robert, and Jim Bright. *The Chaos Theory of Careers: A New Perspective on Working in the Twenty-First Century.* Routledge, 2011.
6. Taguchi, Sherrie Gong. *The Ultimate Guide to Getting the Career You Want.* McGraw-Hill, 2004.