



**OFFICE OF THE REGISTRAR  
SATAVAHANA UNIVERSITY**

**KARIMNAGAR - 505 001 (T.S.), INDIA**

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**Prof. M. KOMAL REDDY**

**REGISTRAR (FAC)**

Lr.No. SU/KNR/Academic-16/2016-17/ 889

Date: 26.11.2016.

To  
All the Principals of PG Colleges  
Under the purview of Satavahana University

Sub: Satavahana University, Karimnagar - Foundation Course - Professional Communication - Common Paper for all First Semester P.G. Courses under Choice Based Credit System w.e.f. Academic Year 2016-17 - Reg.

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With reference to the subject cited, I am herewith enclosing the Common Paper i.e. **Professional Communication** (Foundation Course) for all first semester PG Courses under Choice Based Credit System which has been approved by the Deans Committee. You are requested to implement the same from the Academic year 2016-17.

In addition to the above, I am to inform you that the credits secured by the students in this paper will not be taken into consideration while measuring Cumulative Grade Point Average (CGPA) of a student in overall semesters. However, every student must pass this paper since it is mandatory.

ENCL:  
Letter of Professional Communication  
(Foundation Course)

**KOMAL**  
REGISTRAR

# SATAVAHANA UNIVERSITY

KARIMNAGAR – 505 001 (T.S.), INDIA

Foundation Course (P.G.)

## PROFESSIONAL COMMUNICATION

(Common Paper for all First Semester P.G. Courses w.e.f. Academic Year 2016-17)

Under Choice Based Credit System

Number of Hours: 02 PPW

Credits: 02

The main objective of the paper is to improve the oral and written communication skills of post-graduate students of different faculties to make them employable.

### Unit 1:

a) Verbal Communication (Objectives, Types, Patterns, Barriers); Non-Verbal Communication (Body Language)

b) Presentation Skills (Power Point Presentation (PPP), Formats, Designing); Tele Conferencing; Debates and Group Discussions; Public Speaking; Interviews; Role Plays (Formal and Informal); *Mobile (Telephone) Etiquette*

### Unit 2:

a) Writing Skills; Principles of Good Writing; Paragraph Writing (Topic Sentence, Order, Coherence and Unity); Essay Writing (Five Types: Descriptive, Narrative, Expository, Critical, Contemporary)

b) Corporate Writing: Resume Writing; Letter Writing (Structure, Styles, Applications, E-mails); Memoranda, Notices, Agenda, Minutes, Instructions, Proposals); Report Writing;

### References:

- 1) Analysing Talk, David Lngford-Macmillan
- 2) The A to Z of presentations, Eric Gamer
- 3) Paragraph Writing. H.S.Bhatia, Ramesh Publishing House, New Delhi.
- 4) Essay Writing. Modern Essays Uma Kant Singh
- 5) A Book of School Essay, Letter Writing, Summary, Reporting. Sangram Keshari Rout
- 6) Applications of Non-Verbal Communications. Ronald E.Riggio, Robert s Feldman, Lawrence Eribalum

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