PROFESSIONAL COMMUNICATION AND ETHICS

COURSE CODE: BCA105
CREDIT HOURS: 3
SEMESTER/YEAR I/I
TEACHING HOURS: 48
COURSE TYPE: THEORETICAL

Course Description

This course is designed to develop students' professional communication competencies and ethical understanding required in the modern digital and organizational landscape. It emphasizes communication strategies, formats, and tools used in professional settings, with a strong foundation in workplace ethics and social responsibility. The course bridges communication theory with practical business, technical, and interpersonal communication skills, integrating ethical decision-making frameworks relevant to IT and business contexts in Nepal and beyond.

Course objectives

By the end of this course, students will be able to:

- Understand the principles and practices of effective professional communication in oral written, and digital forms.
- Develop effective professional communication skills.
- Understand ethical dilemmas in business communication.
- Apply persuasion, negotiation, and conflict resolution ethically.
- Analyze ethical issues in professional and technological contexts.
- Collaborate effectively in team-based communication projects.

Learning Outcomes

Upon successful completion, students will be able to:

- communicate clearly and persuasively in professional settings.
- compose professional documents such as résumés, cover letters, emails, and reports.
- deliver effective oral presentations with appropriate visual and technological support.
- identify and resolve ethical dilemmas in organizational and IT-related contexts.
- work collaboratively and ethically within teams and multicultural environments.
- evaluate the impact of communication and ethics in professional growth and social change.

Course Contents

Unit 1:Foundation of Professional Communication **8 LH**

1.1 Fundamentals of Language

Humanities and Social Sciences
Dean's Office

1.2 A Brief History of Professional Communication

1.3 Principles of Professional Communication

1.4 The Communication Process

1.5 Nonverbal Communication in the Workplace

1.6 Barriers to Effective Communication

1.7 Vocabulary and Grammar

1.7.1 Commonly Confusing Words

1.7.2 Use of Tenses

1.8 Readings:

1.8.1 "Mother Tongue" by Amy Tan

1.8.2 "The Letter" by Dhumketu

Unit 2: Oral Communication **8 LH**

2.1 Telephone Conversation

2.2 Public Speaking and Presentation Skills

2.3 Meeting, agendas and minutes

2.4 Elevator Pitches

2.5 Interviewing and Professional Dialogue

2.6 Vocabulary and Grammar

2.6.1 Professional Idioms

2.6.2 Reported Speech

2.7 Readings:

2.7.1 "Death by PowerPoint" by Angela R. Garber

2.7.2 "Our world on fire needs you" by Maria Ressa

Unit 3: Writing Professionally **8 LH**

3.1 Rules of Professional Writing

3.2 Text Messages, Emails, and Memos

3.3 Notice Writing

3.4 Informal and Formal Letters

3.5 Résumés and Cover Letters

3.6 Vocabulary and Grammar

3.6.1 Business Vocabulary and Its Uses

3.6.2 Active and Passive Voice

3.7 Readings:

3.7.1 "Gateman's Gift" by R. K. Narayan

3.7.2 "My School" by Rabindranath Tagore

Unit 4: Interpersonal and Group Communication **LH 8**

4.1 Interpersonal Communication in the Workplace

4.2 Listening Environment in the Workplace

4.3 Intercultural Communication

4.3 Effective Communication in Teams

4.4 Leadership and Communication

4.5 Adapting Communication Styles for Diverse Audiences

4.6 Vocabulary and Grammar

4.6.1 Polite Words in Communication

4.6.2 Making Requests and Offers

4.6.2 Conditional Sentences

4.7 Readings:

4.7.1 "Computer and the Pursuit of Happiness" by David Gelempter

4.7.2 "The Collapse of the Family and the Community" by Yuval Noah Harari

Unit 5: Digital Communication **8 LH**

5.1 Virtual Etiquette/Netiquette

5.2 Online Professionalism

5.3 Communicating via Social Media and Collaborative Tools

5.4 Plagiarism and Online Plagiarism

5.5 Visuals in Communication (Maps, Tables, Charts, Infographics, Icon, Photograph, Diagrams)

5.6 Vocabulary and Grammar

5.6.1 Social Media Vocabulary and Its Uses

5.6.2 Preposition of Time, Place and Direction

5.7 Readings

5.7.1 "Cat Pictures Please" by Naomi Kritzer

5.7.2 "ChatGPT May Be Eroding Critical Thinking Skills" *by* Andrew R. Chow

Unit 6: Professional Ethics **8 LH**

6.1 Introduction to Professional Ethics in Computing

6.2 Professional Codes of Ethics

6.3 Responsibilities of IT Professionals

6.4 Ethical Decision-Making in IT

6.5 Whistle-Blowing and Professional Integrity

6.6 Workplace Ethical Challenges in IT

6.7 Vocabulary and Grammar

6.7.1 Ethical Vocabulary

6.7.2 Concord (Subject Verb Agreement)

6.8 Readings

6.8. 1"The Necklace" by Guy de Maupassant

6.8.2 "The Digital Citizen" by Lugi Ceccarini

Teaching Methodologies and Evaluation Scheme

- Interactive Lectures and Discussions
- Role Plays and Simulations
- Group Presentations and Peer Reviews
- Written Assignments and Reflective Journals

Assessment

- Class Participation and Attendance: 5%
- Assignments and Written Tasks: 10%
- Mid-term Exam: 15%
- Group Presentation/Project: 10%
- Final Examination: 60%

Required readings

Adhikari, B. & Subedi, S. (2024). *New modern grammar, writing, comprehension, word formation and pronunciation*. Heritage Books.

Adler, R. B., & Elmhorst, J. M. (2019). *Communicating at Work: Principles and Practices for Business and the Professions* (11th ed.). McGraw-Hill.

Humanities and Social Sciences
Dean's Office

Bovee, C. L., & Thill, J. V. (2021). *Business Communication Today* (15th ed.). Pearson.

Ghillyer, A. W. (2017). *Business Ethics: Now* (5th ed.). McGraw-Hill Education.

Guffey, M. E., Loewy, D., & Almonte, R. (2020). *Essentials of Business Communication* (11th ed.). Cengage Learning.

Quinn, M. J. (2014). *Ethics for the Information Age* (6th ed.). Pearson.

Spinello, Richard A. (2020). *CyberEthics: Morality and Law in Cyberspace.* Jones & Bartlett

Humanities and Social Science
Dean's Office
T.U.