



Centre for Advanced Studies in Social Science and Management (CASSM)
CU Chandigarh Campus, Sector-38 A

Professional Communication (23rd – 28th June 2025)

This one-week course equips MBA aspirants with essential professional communication skills required in business school and the corporate world. Through interactive sessions, students learn to write clear emails, deliver impactful presentations, participate effectively in group discussions, and build their digital presence. Emphasis is placed on verbal clarity, listening, body language, and intercultural etiquette. Activities include writing drills, mock interviews, role plays, and elevator pitch practice. By the end, participants are more confident, articulate, and workplace-ready, with a toolkit for effective communication in academic, social, and professional settings.

Course Code	Course Name	L	T	P	S	C	CH	Course Type
	Professional Communication	6	0	3	6	1	15	Professional Course
Pre-requisite	None							

DAY-WISE SCHEDULE

Days	Topic to be Covered	Duration
Day 1	Foundations of Communication	2 Hours
Day 2	Professional Communication in Management	2 Hours
Day 3	Business Writing Essentials	2 Hours
Day 4	Artificial Intelligence Tools in Communication	2 Hours
Day 5	Digital Content writing & Presentation Skills	2 Hours
Day 6	Communication in a Cross-Cultural World and Soft Skill Lab	2 Hours

***3 hours of practical's**

At the end of the course, each student will have a fair understanding on:

- Foundational skills in professional and managerial communication
- Clarity, confidence, and impact in verbal and written expression
- Cultural sensitivity, active listening, and business etiquette
- Classroom participation, group projects, and corporate internships

PROGRAM COORDINATOR

Name of the Mentor	Contact Number	Email Id	Teaching Experience (in Yrs.)
Dr. Anuradha Sekhri	9872602836	anuradha.t1896@cumail.in	13 + Years