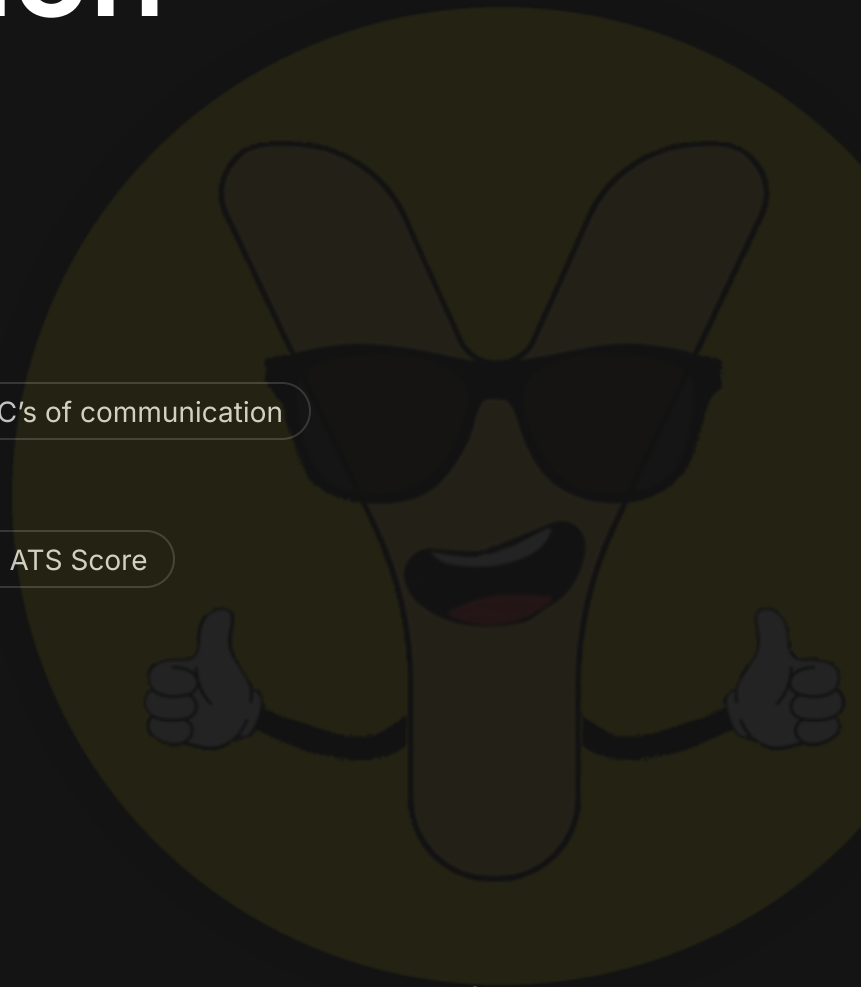
AKTU · 1ST YEAR · AAS105 / AAS205

Professional Communication & Technical Writing

Unit 1 — Professional Communication and Workplace Readiness

- Fundamentals of communication: definition, process, importance of communication, barriers to communication, 7 C's of communication
- Business Correspondence: Emails, Notices, Agenda, Minutes of Meeting, Technical Report and proposal
- Résumé, CV and Cover Letter Writing
- Interview Skills, Professional Networking and branding e.g., LinkedIn, X, ATS Score
- Digital Communication Etiquette: online presence and virtual meetings



DECODED BY

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Unit 1: Professional Communication and Workplace Readiness

Introduction to the core principles of professional communication and technical writing for industry readiness.

- Fundamentals of communication: definition, process, importance, barriers, and 7 C's.
- Business correspondence: Emails, Notices, Agenda, Minutes of Meeting, Reports, and Proposals.
- Job application documents: Résumé, CV, and Cover Letter Writing.
- Interview skills, professional networking, personal branding, and ATS optimization.
- Digital communication etiquette, online presence, and virtual meeting norms.

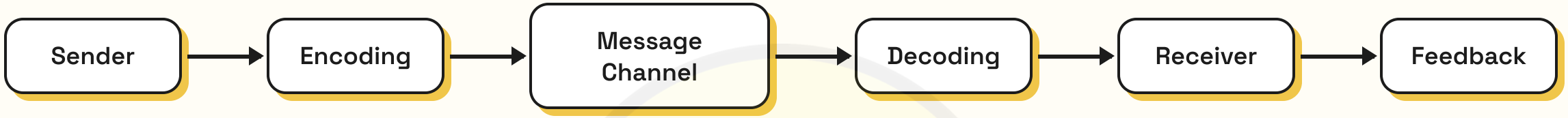
Fundamentals: Definition of Communication

PROFESSIONAL COMMUNICATION

The systematic, purposeful exchange of information, ideas, and messages between individuals or groups within a workplace environment to achieve organizational goals.

- Derived from the Latin word 'communis', meaning to share or to make common.
- Involves both verbal (oral and written) and non-verbal exchanges.
- Must be clear, concise, objective, and tailored to the professional audience.

The Communication Process



The continuous, cyclical process of transmitting messages from sender to receiver with interference/noise at every stage.

Importance and Barriers of Communication

Effective communication drives organizational success while barriers lead to misunderstandings.

- Importance:
  - Facilitates decision-making and problem-solving.
  - Builds strong professional relationships and teamwork.
  - Ensures clarity of roles, reducing operational errors.
- Barriers to Communication:
  - Semantic barriers: Technical jargon, ambiguity, and poor vocabulary.
  - Psychological barriers: Status consciousness, emotional state, and preconceived notions.
  - Physical/Environmental barriers: Noise, distance, and faulty equipment.

The 7 C's of Professional Communication

Principle	Description	Objective
Clarity	Use exact, concrete words and clear sentence structures.	Eliminate confusion
Completeness	Provide all necessary facts and background information.	Answer all questions
Conciseness	Express ideas using minimum words without losing tone.	Save reader time
Consideration	Step into the shoes of the audience; focus on 'You' attitude.	Build goodwill
Concreteness	Use specific figures, data, and vivid descriptions.	Avoid vagueness
Courtesy	Be polite, respectful, and sincere in tone.	Maintain rapport
Correctness	Ensure proper grammar, punctuation, and factual accuracy.	Build credibility

Business Correspondence: Professional Emails

Emails are the primary mode of written workplace communication requiring strict structural discipline.

- Subject Line: Must be brief, descriptive, and actionable (e.g., 'Status Update: Project Alpha').
- Salutation: Formal and professional (e.g., 'Dear Mr. Sharma,' or 'Dear Hiring Team,').
- Opening: State the main purpose of the email immediately.
- Body Paragraphs: Keep paragraphs short; use bullet points for readability.
- Call to Action & Sign-off: Clearly state required next steps; use professional closing ('Sincerely', 'Best regards').

Notices, Agendas, and Minutes of Meeting

Standard administrative documents used to govern organizational proceedings.

- Notice:
  - A formal announcement issued to a specific group regarding an upcoming event or meeting.
  - Must include date, time, venue, and agenda in brief.
- Agenda:
  - The outline of topics to be discussed during a meeting, shared prior to the meeting.
  - Helps keep participants focused and ensures time management.
- Minutes of Meeting (MoM):
  - The official written record of decisions made and action items assigned during a meeting.
  - Serves as an accountable legal document for organizational actions.

Technical Reports and Proposals

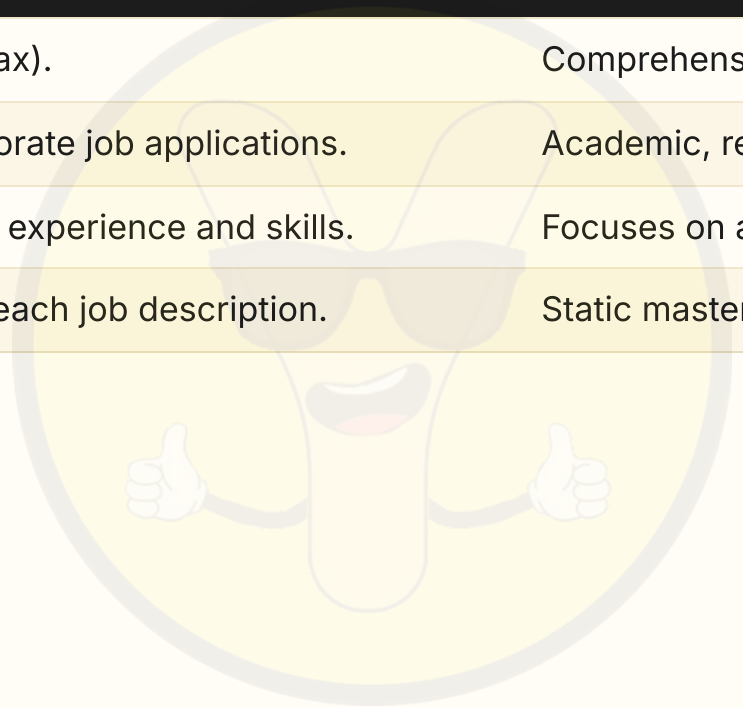
TECHNICAL REPORT

A formal document designed to convey technical information, research findings, or project progress to a specific decision-making audience.

- Key Sections: Title Page, Abstract/Summary, Introduction, Methodology, Results, Conclusions, Recommendations.
- Proposals: Persuasive documents written to secure funding, approval, or contracts for a specific project or solution.
- Proposals outline the problem statement, proposed methodology, budget, and expected deliverables.

Comparison: Résumé vs. Curriculum Vitae (CV)

Parameter	Résumé	Curriculum Vitae (CV)
Length	Concise (1 to 2 pages max).	Comprehensive (unlimited pages, detailed).
Purpose	Quick overview for corporate job applications.	Academic, research, or fellowship applications.
Content	Focuses on professional experience and skills.	Focuses on academics, publications, and awards.
Customization	Tailored specifically for each job description.	Static master document updated periodically.



Cover Letter Writing

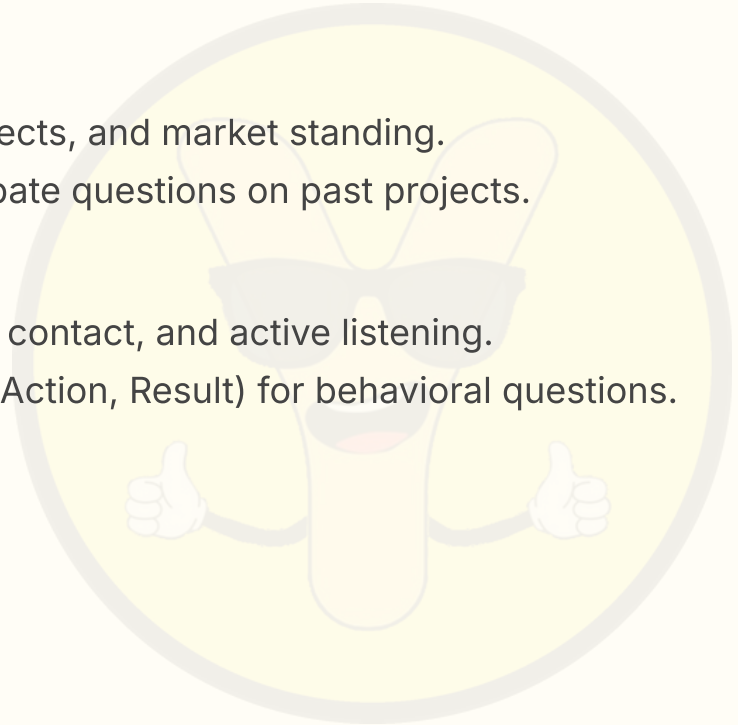
A persuasive one-page document accompanying your résumé to introduce your professional candidacy.

- Header: Professional contact details of applicant and employer.
- Salutation: Direct address to hiring manager (avoid 'To whom it may concern').
- Opening Paragraph: State the position applied for and a strong hook summarizing your core value.
- Middle Paragraph(s): Connect your past achievements directly to the job description requirements using metrics.
- Closing Paragraph: Express enthusiasm, state availability for interview, and thank the reader.

Interview Skills: Preparation and Execution

Interviews evaluate both technical competency and behavioral fit within an organization.

- Pre-Interview Phase:
  - Research company culture, recent projects, and market standing.
  - Review your résumé thoroughly; anticipate questions on past projects.
- During the Interview:
  - Maintain confident body language, eye contact, and active listening.
  - Use the STAR method (Situation, Task, Action, Result) for behavioral questions.



Professional Networking and Personal Branding

Building a strong professional identity to attract career opportunities organically.

- Personal Branding: The conscious effort to create and influence public perception of your professional expertise.
- LinkedIn: Professional networking platform. Requires a complete profile, professional photo, headline, and detailed experience.
- X (formerly Twitter): Used for industry thought leadership, following domain experts, and real-time professional discourse.
- Networking Strategies: Engage with industry posts, write insightful articles, and connect meaningfully with alumni and peers.

Applicant Tracking System (ATS)

ATS SCORE

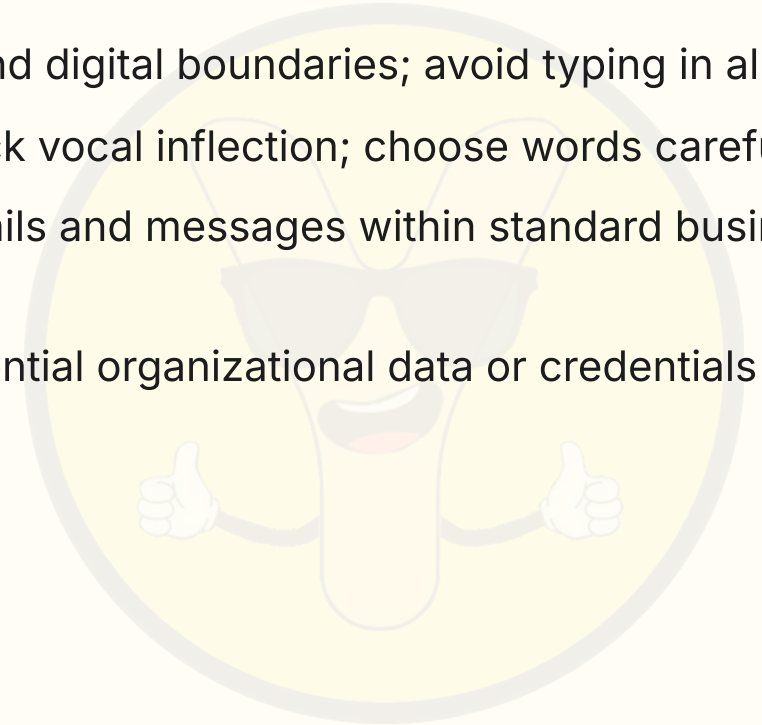
Software used by recruiters to automatically scan, parse, and rank job applications based on keyword matches against the job description.

- Ensure clean formatting: Avoid graphics, tables, multi-column layouts, and text boxes that confuse parsers.
- Keyword Optimization: Integrate exact skills and terminology mentioned in the job posting.
- File Format: Save and upload résumés as standard PDF or .docx formats as requested.

Digital Communication Etiquette

Rules of professional conduct while communicating in digital workspaces.

- Netiquette: Respect others' time and digital boundaries; avoid typing in all caps (perceived as shouting).
- Tone and Clarity: Written words lack vocal inflection; choose words carefully to prevent misunderstandings.
- Response Time: Acknowledge emails and messages within standard business response windows (e.g., 24 hours).
- Data Security: Never share confidential organizational data or credentials over unsecured messaging channels.



Virtual Meeting Best Practices

Maximizing productivity and maintaining professionalism in video conferencing environments.

- Environment: Ensure a quiet, clutter-free background and good lighting. Use virtual backgrounds if necessary.
- Audio/Video Discipline: Mute microphone when not speaking to avoid background noise; keep camera on unless bandwidth issues occur.
- Punctuality: Join virtual meetings 2-3 minutes early to test audio and video settings.
- Engagement: Use chat features appropriately, raise hands digitally to speak, and maintain focus on the meeting.

Exam Corner

- **Q1** Define communication and explain the communication process with the help of a neat diagram.
- **Q2** What are the major barriers to communication? Suggest measures to overcome them.
- **Q3** Elaborate on the '7 C's of Communication' with suitable examples for each.
- **Q4** Draft a formal notice and agenda for an upcoming annual general meeting of a company.
- **Q5** Differentiate between a Résumé and a Curriculum Vitae (CV). What key components make up an effective cover letter?
- **Q6** Explain the significance of an Applicant Tracking System (ATS) score in modern recruitment and how to optimize for it.
- **Q7** Discuss the essential guidelines for professional digital communication and virtual meeting etiquette.

Unit 1 done. You are exam-ready.

Revise the Exam corner once more, then open Unit 2 on theycotes.com. Every AKTU subject, unit by unit, free. Notes by Chirag Jain, Ycotes.

