

DEPARTMENT OF ENGLISH
Value Added Course / UG – I B.A/B.Com./B.Sc./BBA/BCA
EFFECTIVE COMMUNICATION SKILLS

Lecture Hours	: 30	Tutorial Hours	: --
Practical Hours	: --	No. of Credits	: --
Contact Hours per Semester	: 30		
Contact Hours per Week	: 2		
Internal Marks	: 100		
External Marks	: --		
Total Marks	: 100		

Objectives of the Course

The course aims to

- develop verbal communication skills used in various contexts
- learn strategies to resolve conflicts through effective communication
- stimulate imagination, creativity, problem solving and coping skills

Course Learning Outcomes

On Completion of the course the students will be able to

- CO1** develop effective listening capability
- CO2** express feelings and to communicate effectively
- CO3** appreciate literary text and facts
- CO4** analyze and respond in any critical scenario with confidence
- CO5** improve interpersonal skills to maintain positive relationships

COURSE CONTENT

Unit I Communication: An Introduction **(L-6 Hours)**

Definition, Nature and Scope of Communication
 Importance and Purpose of Communication
 Process of Communication
 Types of Communication

Unit II Non-Verbal Communication **(L-6 Hours)**

Personal Appearance
 Gestures- Postures
 Facial Expression
 Eye Contacts
 Body Language (Kinesics)
 Time Language
 Silence
 Tips for Improving Non-Verbal Communication

Unit III Communication Network in an organization **(L-6 Hours)**

Internal & External Operational Communication
 Horizontal (Lateral) Communication
 Vertical (Downward) Communication
 Vertical (Upward) Communication

Unit IV Listening Skills **(L-6 Hours)**

Purpose of Listening
 Listening to Conversation (Formal and Informal)
 Active Listening- an Effective Listening Skill
 Benefits of Effective Listening
 Barriers to Listening
 Listening to Announcements- (railway/ bus stations/ airport /sports announcement/
 commentaries etc.)

Unit V Oral Communication Skills

(L-6 Hours)

Importance of Spoken English
Spelling and Pronunciation
Situational Communication

Recommended Texts

1. Michael McCarthy and Felicity O'Dell, *English Vocabulary in Use* (Advanced)
2. Brent C, Oberg. *Interpersonal Communication*.

Reference Books

1. S.K. Mandel. *Effective Communication and Public Speaking*.
2. Alan Pease, *Understanding Body Language*.

Website and E-learning Source

1. <https://www.indeed.com/career-advice/career-development/communication-objective>.

**Value Added Course / UG – II B.A English/
CAREER ENHANCEMENT SKILLS**

Lecture Hours	: 30	Tutorial Hours	: --
Practical Hours	: --	No. of Credits	: --
Contact Hours per Semester	: 30		
Contact Hours per Week	: 2		
Internal Marks	: 100		
External Marks	: --		
Total Marks	: 100		

Objectives of the Course

The course aims to

- help Students to demonstrate a clear understanding of the career
- build confidence in presenting ideas and information
- broaden the understanding of potential skills and techniques in the professional context

Course Learning Outcomes

On successful completion of the course, the learners will be able to

- CO1** provide insights and connections to achieve the career dreams into reality.
- CO2** write professional documents concisely and effectively
- CO3** develop life-long skills to facilitate professional communication
- CO4** Acquire the nuances of formal presentation skills
- CO5** Build strong relationship with the team mates and face interview with confidence

Course Content

Unit I Process of Communication

(L-6 Hours)

Importance of communication - Verbal Communication, The Process of Communication, Barriers of Effective Communication, Non-Verbal Communication- Categories of Non-verbal communication, Non-verbal Techniques for Effective Communication, Role-Plays - Why use Role-Plays?, Role-play Activities

Unit II Public Speaking Activities

(L-6 Hours)

Public Speaking- Self-Introduction, Different modes of speaking including Extempore – Techniques for developing confidence and overcoming fear, Suggestions for delivering a confident speech

Unit III Resume Preparation

(L-6 Hours)

Resume Writing - Preparation of Cover letter and Writing Resume, Resume content, Resume checklist, Writing an effective Resume with career focus, Business letter writing – Letter of congratulation, Letter of Regret, Report writing and writing circulars, memos and minutes

Unit IV Language Practice

(L-06 Hours)

Presentation Skills - Essential presentation skills, Tips for effective presentation, Debates - Importance of debates, conducting a debate, Tips to win every debate round

Unit V Soft Skills

(L-06 Hours)

Group Discussion - Importance of Group Discussion, Techniques for developing a Group Discussion, Dos & Don'ts during a Group Discussion, Common mistakes during a Group Discussion, Body Language, GD practical sessions, Methods of Evaluation, Interview Skill - Different types of Interview, Dress code, Interview preparation, Dos & Don'ts during an Interview, Mock Interview exercises

Recommended Texts

1. Ashok Throat, Balachandra Valke & Shridar Gokhale, *Enriching Your Competence in English*, Orient Longman, 2007.
2. Robert M Sherfield and et al, *Developing Soft Skills*, 4thedition, New Delhi: Pearson Education, 2009.

Reference Books

1. V. R. Narayanaswami, *Strengthen Your Writing*, Orient Longman.
2. Kamlesh sadanand & Sushila Punitha, *Spoken English: A Foundation Course*, (Part I & II). Orient Longman, 2006.
3. Sarah Freeman, *Written Communication in English*, Orient Longman, 2008.
4. Green, David , *Contemporary English Grammar*, Structure and Composition Macmillan India Ltd, Madras, 1971.
5. Narayan Swami, K.R.: *Success with grammar and Composition* Orient Longman, Hyderabad, 1995.
6. Verma, S K and N Krishna Swamy, *Modern Linguistics: An Introduction*. New Delhi: OUP, 1998.

Website and E-learning Sources

1. <https://www.futurelearn.com/courses/essential-skills-for-your-career-development>
2. <https://www.indeed.com/career-advice/career-development/improve-your-personal-development-skills>
3. https://www.mindtools.com/pages/main/newMN_CDV.htm
4. <https://www.edx.org/xseries/career-development-skills-success>