

AC –

Item No. –

# As Per NEP 2020

## Tolani College of Commerce (Autonomous)



### **Title of the Course: Communication Skills in English - I (Semester I)**

#### **Programmes:**

Bachelor of Commerce
Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets)
Bachelor of Science (Information Technology)
Bachelor of Business Administration (Logistics)

**Syllabus for 2 Credit Course from the Academic Year 2024-2025**

## Name of the Course: Communication Skills in English - I

Sr. No.	Heading	Particulars
1	<p><b>Description of the course :</b></p> <p><b>Including but not limited to :</b></p>	<p>Communication Skills in English will enable the learners to comprehend and understand effective business communication.</p> <p>Communication theory, workplace channels, ethical considerations and various communication barriers.</p>
2	<b>Vertical :</b>	Ability Enhancement Course
3	<b>Type :</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To provide an overview of Prerequisites to Business Communication skills</li> <li>2. To enable learners to craft effective content and refine their listening and reading skills essential for a productive professional life</li> </ol>	
8	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Ability to identify and articulate the key prerequisites necessary for effective business communication.</li> <li>2. Ability to draft coherent and purposeful written content, showcasing refined listening and reading skills applicable to various professional contexts.</li> </ol>	

9	<b>Module 1: Theory of Communication (15 Hours)</b>
	<p><b>1. Concept of Communication:</b></p> <ul style="list-style-type: none"> <li>▶ Meaning, Process and Need of Communication.</li> <li>▶ 7 C's of communication.</li> <li>▶ Emergence of Communication as a key concept in the Corporate and Global world.</li> <li>▶ Impact of technology-enabled Communication.</li> </ul>
	<p><b>2. Communication at Workplace:</b></p> <ul style="list-style-type: none"> <li>▶ Channels: Formal -Vertical, Horizontal, Diagonal and Informal– Grapevine.</li> <li>▶ Verbal Communication: Oral and Written communication.</li> <li>▶ Nonverbal Communication: Vocalics, Kinesics, Haptics, Proxemics, Chronemics, Sign language and Visual aids.</li> <li>▶ Importance of ethics in communication.</li> </ul>
	<p><b>3. Barriers to Communication:</b></p> <ul style="list-style-type: none"> <li>▶ Meaning of barriers to communication</li> <li>▶ Importance of studying barriers to communication</li> <li>▶ Types of Barriers: Physical, Semantic, Socio, Cultural, and Psychological.</li> <li>▶ Ways to Overcome Barriers.</li> </ul>
	<b>Module 2: Language and Writing Skills (15 Hours)</b>
	<p><b>1. Listening Comprehension:</b></p> <ul style="list-style-type: none"> <li>▶ Importance of Listening Skills</li> <li>▶ Obstacles to Listening</li> <li>▶ Cultivating good Listening Skills</li> <li>▶ Practicing reflective listening and paraphrasing</li> </ul>
	<p><b>2. Theory of Business Letter Writing:</b></p> <ul style="list-style-type: none"> <li>▶ Parts and Structure of a letter</li> <li>▶ Traditional layouts of a letter</li> <li>▶ Contemporary layouts of a letter</li> <li>▶ Formal communication on digital platforms: E-mail, Messenger, and LinkedIn.</li> </ul>
	<p><b>3. Formal Correspondence for:</b></p> <ul style="list-style-type: none"> <li>▶ Job Application and Resume Writing.</li> <li>▶ Accepting a Job Offer and Resignation</li> <li>▶ Apology/Thank You Letter</li> <li>▶ Sanction of Leave</li> </ul>

10	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>● Green, Andy. Effective Personal Communication Skills for Public Relations. 10 Jan. 2010.</li> <li>● Huang, Li-Shih. Academic Communication Skills: Conversation Strategies for International Graduate Students. 2010.</li> <li>● Raman, Meenakshi, and Sangeeta Sharma. Technical Communication: Principles and Practice. 2nd ed., Oxford University Press, 2011.</li> <li>● St. John, Walter, and Ben Haskell. Essential Communication Skills for Managers. 2017</li> <li>● Raman, Meenakshi, and Prakash Singh. Business Communication. Second edn, OUP, 2012.</li> </ul>		
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>	
12	<b>Continuous Evaluation through: (20 marks)</b>	1) Reading Assignments/ Email Correspondence/ Book Review/ Listening Comprehension (10 marks) 2) MCQ Based Test (10 marks)	A learner must be present for each of the sub-components
13	<b>Format of SEE Question Paper: (30 marks)</b>		
<b>Question No.</b>	<b>Nature of Question</b>		<b>Maximum Marks</b>
<b>Q-1</b>	Short notes: (attempt any 2 of 3) a) b) c)		10 Marks
<b>Q-2</b>	Draft the following letters: (attempt any 2 of 4) a) Letter of Acceptance of Job b) Letter for Leave Sanction c) Letter of Resignation d) Apology/Thank you Letter		10 Marks
<b>Q-3</b>	a) Draft a Job application letter along with C.V. <b>Or</b> a) Case Study b) Rewrite the provided passage using 7 C's of communication		10 Marks  5 marks 5 marks

### Signatures of Team Members

<b>Sr.No.</b>	<b>Name</b>	<b>Signature</b>
1.	Ms. Amrita Nambiar	
2.	Ms. Jacinta Ashita Tigga	