

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 Accounting and Finance
Bachelor of Banking and Insurance
Bachelor of 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>
Q-1	Short notes: (attempt any 2 of 3) a) b) c)		10 Marks
Q-2	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
Q-3	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	