



C.U.SHAH UNIVERSITY
VBT's Institute of Commerce,
Wadhwan city
W.e.f.- June 2017

FACULTY OF: - COMMERCE

DEPARTMENT OF: - Bachelor of Commerce (B.Com)

SEMESTER: - III

CODE: - 4CO03CSE1

NAME: – Communication Skills in English I

Teaching & Evaluation Scheme:

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Un iversity	
								Marks	Hr/s	Marks	H r/ s	Pr / Viv a	TW	Pr	
1	4CO03CSE1	Communication skills in English I	3		--	3	3	30	1 ¹ / ₂	70	3	--	--	--	100

Objectives:-

- To develop them for interpersonal skills, with importance of Active Listening and Reading Non verbal cues.
- To compete them in Communication skills related to production and presentation of message in multiple formats.
- To enable and demonstrate their critical thinking skills related to analysis, interpretation And criticism of messages.
- To litigate them in skills related to the construction and analysis of argumentation and Persuasive discourse.
- To make them display an understanding of multiple theoretical perspectives and diverse Intellectual traditions in communication.
- To compete them in human relational interactions at work place.
- To make them viable to analysis and practice of ethical communication.
- To develop their feasibility for free expression and the responsibilities it entails.

Perquisites :-

- I. Students should have basic knowledge of English Language and grammer.
- II. Students should have ability to speak and write correct sentences in their day to day language.
- III. Student should be familiar with correct usage of language.

Course Outline :

Unit No.	Content in Details Including Its Sub Topics	Minimum Number of Hours
Section A : Reading and Writing Skills		
1	Basic Concepts of Communication <ul style="list-style-type: none"> • Meaning and objective of communication • Functions of communication • Definitions of communication • Process of communication • Scope of communication 	09
2	Levels of Communication <ul style="list-style-type: none"> • Intra Personal Communication • Extra Personal Communication • Inter Personal Communication • Organizational Communication • Mass Communicationa 	03
3	Oral Communication <ul style="list-style-type: none"> • Face to Face discussion • Telephone or Cellular Phone • Lecture / Seminar / Conference / Presentation • Interview • Advantages and Disadvantage 	05
4	Written Communication <ul style="list-style-type: none"> • Letter • E-mail • Notice / Circular / reports • Memorandum • Advantages and Limitations of Written communication 	04
5	Non Verbal Communication <ul style="list-style-type: none"> • Body Language <ul style="list-style-type: none"> ○ Personal Appearance ○ Postures (arms, handshake, hands in Pocket, clenching of fist, sitting and Standing postures) 	06

	<ul style="list-style-type: none"> ○ Gesture ○ Facial expression ○ Eye Contact <ul style="list-style-type: none"> • Space • Time • Paralanguage • Pros and cons of Non-verbal communication 	
6	Barriers to communication and Steps to Overcome : <ul style="list-style-type: none"> • Mechanical Barriers • Socio-psychological Barriers • Cultural Barriers • Semantic Barriers • Sender oriented Barriers • Receiver-oriented Barriers 	06
7	<p style="text-align: center;">Section : B Literature</p> The Old man and the sea-Earnerst Hemingway	12
Total Hours		45

Learning Outcomes :-

Theoretical Outcome :- Students can learn Theoretical aspect of Communication skills In English.

Teaching and Learning methodology :- The following pedagogical tools will be Used to feach this course:

- (A) Lectures
- (B) Assignments / Class participation / Quiz etc.

Suggested Readings and Reference Books:

1. Basic Business Communication, by Flatly and Lesicar
2. Technical Communication, by D.K. Chakradev, Tech-max publication
3. The Old Man and the Sea, Earnerst Hemingway, Charles Scribner's Sons, New York
4. Prerequisites of Business Communication, Dr.M.N.Padia, Self Publication
5. Effective Personal Communication Skills for Public Relations, Green Andy, Kogan Page Limited.