



# C. U. SHAH UNIVERSITY

## FACULTY OF SCIENCES DEPARTMENT OF ENGLISH

### COURSE: B.Sc. SEMESTER-III (All Sciences)

SUBJECT NAME: Communication Skills in English-I SUBJECT CODE: 4SC03CSE2

#### Teaching & Evaluation Scheme:

Teaching hours/week				Credit	Evaluation Scheme/semester							
Th	Tu	Pr	Total		Theory				Practical			Total Marks
					Sessional Exam		University Exam		Internal		University	
Marks	Hrs	Marks	Hrs	Pr	TW							
2	0	0	2	2	30	1.5	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 messages in multiple formats.
- To enable and demonstrate their critical thinking skills related to the 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.

#### Prerequisites:

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

#### Course outline:

Unit No.	Content In Details Including Its Sub Topics	Minimum Number of Hours		
		Theory	Practical	Total
	<b>Section: A: Reading and Writing Skills</b>			
01	<b>Basic Concepts of Communication</b> Meaning and objectives of communication Functions of communication Definitions of communication Process of communication Scope of communication	06	--	06
02	<b>Levels of Communication</b> Intra Personal Communication Extra Personal Communication Inter Personal Communication	03	--	03



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	Organizational Communication Mass Communication			
03	<b>Oral Communication</b> Face to Face Discussion Telephone or Cellular Phone Lecture/ Seminar/ Conference / Presentation Interview Advantages and Disadvantages	02	--	02
04	<b>Written Communication</b> Letter E-mail Notice/circular/reports Advantages and Limitations of Written Communication	03	--	03
05	<b>Non Verbal Communication</b> Body Language Personal Appearance Postures (arms, handshake, hands in pocket, clenching of fist, sitting and standing postures) Gesture Facial Expression Eye Contact Paralanguage Pros and cons of Non-verbal Communication	04	--	04
06	<b>Barriers to Communication and Steps to Overcome:</b> Mechanical Barriers Socio-psychological Barriers Cultural Barriers Semantic Barriers Sender- oriented Barriers Receiver-oriented Barriers	04	--	04
07	<b>Section: B Literature</b> <i>The Old Man and the Sea- Earnest Hemingway</i>	08	--	08

### Resources:

1. *Technical Communication: Principles and Practice*, **Meenaxi Raman and Sangeeta Sharma**, Oxford Press.
2. *Effective Personal Communication Skills for Public Relations*, **Green Andy**, Kogan Page Limited.
3. *Basic Business Communication*, **Flatly and Lesicar**.
4. *Technical Communication*, **D. K. Chakradev**, Tech-max publication.
5. *Basic Business Communication*, by **Flatly and Lesicar**.
6. *Prerequisites of Business Communication*, **Dr. M. N. Padia**, Self-Publication.
7. *Basic Communication Skills for Technology*, **Andrea J. Rutherford**, Pearson Education.
8. *Advanced Business Communication* **John M. Penrose Jr., Robert W. Rasberry, Robert J. Myers**, Thomason/South- Western.
9. *The old Man and the sea*, **Ernest Hemingway**, Charles Scribner's Sons, New York.