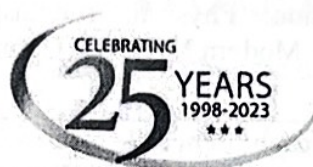
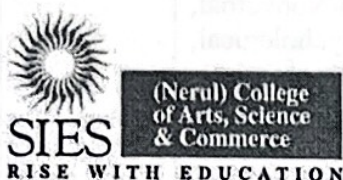


AC: 22/12/2023
Item No. :1.1.1



**SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
UNDERGRADUATE PROGRAMME (UG)**

**DEPARTMENT OF ENGLISH
Effective Communication Skills-1
(To be implemented from AY 2025-26)**

Syllabus for FY B.Com (General), FY B.Com.
(B.A.F/B.B.I./B.F.M./B.MAF/Entrepreneurship),
FY B.Sc. (Computer/I.T./E.V.S./Packaging Technology/DS/AI)
Semester-I

COURSE CODE :
1 credit - 15 lectures

COURSE CREDIT: 02
1 lecture is of 60 minutes

Course Objectives:

1. To develop an awareness among learners about the complexity of the communication process.
2. To develop effective letter writing skills among students with reference to prescribed layouts and formats.
3. To demonstrate the effective use of communication skills applicable for the employability in the present situation.

Course Outcomes:

1. Learners will be aware about the general nature of the Communication process.
2. Learners will be able to write business letters in prescribed layouts and formats.
3. Learners will be able to use different types of oral and written skills to face employability conditions.

Sr.No	Syllabus	No. of lectures
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01	Module-1 .Theory of Communication Introduction and Process of Communication, Channels of Communication: Formal /Informal, Vertical, Downward, Upward, Horizontal, Grapevine, Methods of Communication: Verbal/Nonverbal, Barriers in Communication: Physical, Linguistic, Psychological, Sociocultural, Mechanical, Modern Modes of Communication	10
02	Module-2.Business Correspondence -1 Theory of Business Letter Writing,7 Cs of Writing, Format of Letter Writing, Full Block Format, Modified Block Format, Parts of Letter : Major Parts/Minor Parts, Personnel Correspondence: Job Application Letter, Resume, Job Acceptance Letter, Resignation Letter, Recommendation Letter, Goodwill Letter . Professional Email Writing: Format, Principles of Email writing	10
03	Module-3.Language and Writing Skills Paragraph Writing: Developing an idea, Use of appropriate linking devices, Composition on given situation Listening Comprehension, Public Speaking Skills,Multilingual Competency,Role of Indian Languages,Knowledge of Current Affairs	10

Recommended Activities:

- 1.Public Speaking
- 2.Case Studies on Multilingual Competency
- 3.Debate Presentations

Reference Books:

1. A Handbook of Commercial Correspondence by Ashley, A, Oxford University Press, 1992.
2. Basic Business Communication: Skills for Empowering the Internet Generation by Raymond Lesikar and Marie Flatley,9th Edition, Tata McGraw Hill, New Delhi,2002.
3. Business Communication by D Chaturvedi and MukeshChaturvedi,Third Edition, Pearson Publications Ltd,2013.
4. Business Communication by Meenakshi Raman and Prakash Singh ,Oxford University Press,2007.
5. Business Communication Strategies by Monippally, Matthukutty, M,Tata McGraw Hill New Delhi,2001.
6. Effective Business Communication by Herta Murphy, Herbert Hildebrandt,,JaneThomas,McGraw Hill Education,2009.
7. Effective Communication by Balan K.R. and Rayadu C.S., Beacon Publication, New Delhi, 1996.
8. Effective Technical Communication by M.Ashraf, Rizvi,McGraw Hill Publications,2006.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A) Internal Assessment 20 marks

Description	Marks
* Continuous Evaluation	10
Project/ Activity Report /Assignments/Audio-visual activity	5
Attendance and Class behavior	5
Total	20

**Application oriented activities will be conducted*

B) Semester end examination 30 marks

Question no.1	A) Descriptive Question OR B) Short Notes -2 out of 3 (5 Marks each) Module no.1	10 Marks
Question no.2	A) Descriptive Question OR B) Short Notes-2 out of 3 (5 Marks each) Module no.2	10 Marks
Question no.3	A) Descriptive Question OR B) Short Notes-2 out of 3 (5 Marks each) Module no.3	10 Marks

Passing criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in semester end examination.

