

BUSINESS COMMUNICATION SKILLS AND PRESENTATION SKILLS

(COMMON TO ALL BRANCHES)

Instruction	3 periods per week
Duration of University Examination	3 Hours
University Examination	70 Marks
Sessional	20 Marks

The following are the objectives of the course:s

To enable the students to

- communicate clearly, accurately and appropriately
- learn different models of interpersonal communication
- work in teams effectively and learn how to be effective in using time
- comprehend the difference between technical and general writing
- write reports, scientific papers, letters, Statement of Purpose, Resume
- learn how to plan and prepare to face interviews effectively

UNIT – I

Business Communication: Importance of business communication; ABC of technical communication – Accuracy, Brevity, Clarity; Channels of communication: Downward communication, Upward communication, Diagonal communication, Horizontal communication; Organisational GDs

UNIT – II

Interpersonal Communication and Personality Development: Models of interpersonal development, Johari window, Knapp's model, styles of communication; Team work; Persuasion techniques; Mobile Etiquette, e-mail Etiquette; Time Management

UNIT – III

Technical Written Communication: Differences between Technical Writing and General Writing; Report Writing: Types of Reports, Structure/Format, Language Style, Writing Technical Reports; Writing Scientific Papers

UNIT – IV

Career Oriented Written Communication: Writing SOPs; Job Application: Language style and Format; Résumé writing: design and style; Cover Letter; Business Letters: Letters of enquiry and responses, Letters of complaint, Letters of adjustment, Sales letters; Agenda and minutes of the meeting

UNIT – V

Interview Skills and Group Discussions: Interviews: Purpose, Planning, Preparation, Language and style, Sample interview questions and answers; Group discussions: Types of GDs, Features of good GDs, Preparing for a group discussion

Textbook prescribed:

E. Suresh Kumar, *Engineering English*, Orient Blackswan, 2014.

Books Recommended:

1. E. Suresh Kumar et al., *Communication Skills and Soft Skills*. Pearson, 2011.
2. E. Suresh Kumar et al., *English for Success*. Cambridge University Press India Private Ltd, 2010.
3. Sanjay Kumar and Pushp Lata. *Communication Skills*. OUP, 2011.
4. Kavita Tyagi and Padma Misra. *Professional Communication*. PHI, 2011.
5. Meenakshi Raman and Sangeeta Sharma. *Technical Communication: Principles and Practice*. OUP, 2011.

**COMMUNICATION SKILLS LABORATORY
(COMMON TO ALL BRANCHES)**

Instruction	2 periods per week
Duration of University Exam	3 hours
University Examination	50 marks
Sessional	25 marks

The following are the objectives of the course:

To enable the students to

- learn the appropriate use of language
- learn to use the appropriate body language
- participate in group discussions and debates
- improve their public speaking skills
- improve their presentation and participation skills
- learn how interviews are conducted and faced

Note: While teaching the following items, emphasis may be laid on intensive practice in the language lab. Lecturing may be avoided as far as possible.

1. **Role play:** Use of dialogues in a variety of situations and settings
2. **Presentation Skills:** Making effective presentations, Expressions which can be used in presentations, Use of non-verbal communication, Coping with stage fright, Handling questions and answer session
3. **Public Speaking:** Planning, Preparation, Techniques of delivery, Handling stage fear/fright

4. **Group Discussion:** Initiating, continuing and concluding a GD, Giving feedback; Practising case studies and Topic based GDs
5. **Debate:** Differences between a debate and a group discussion, Essentials of a debate, Participating in a debate
6. **Interview Skills:** Facing interviews confidently, Use of suitable expressions during interviews; Mock interviews

Lab Manual Recommended:

E. Suresh Kumar. *A Handbook for English Language Laboratories (with CD)*. Revised edition, Cambridge University Press India Pvt. Ltd. 2014

Books Recommended:

1. T. Balasubramanian. *A Text book of English Phonetics for Indian Students*. Macmillan, 2008.
2. Edgar Thorpe. *Winning at Interviews*. Pearson Education, 2006.
3. J. Sethi et al., *A Practical Course in English Pronunciation (with CD)*. Prentice Hall of India, 2005.
4. Hari Mohan Prasad. *How to Prepare for Group Discussions and Interviews*. Tata McGraw Hill, 2006.