



Kadi Sarva Vishwavidyalaya
Faculty of Engineering & Technology
First Year Bachelor of Engineering (All Branches)
(With effect from: Academic Year 2017-18)

Detailed Syllabus

Business communication and presentation skills

BE 1st SEMESTER ()

BE 2nd SEMESTER ()

SUB CODE: CC106-N

Teaching Scheme (Credits and Hours)

Teaching scheme				Total Credit	Evaluation Scheme					
L	T	P	Total		Theory		Mid Sem	CIA	Pract.	Total
Hrs	Hrs	Hrs	Hrs		Hrs	Marks	Marks	Marks	Marks	Marks
02	00	02	04	03	03	70	30	20	30	150

LEARNING OBJECTIVES:

- To enhance learners communication skills in both social and professional contexts.
- To sensitize students to their communicative behavior by allowing the learners, understand the basics and the importance of Business Communication.
- Employ principles of effective group communication to increase open participation, and strengthen decision making in work groups and teams.
- To equip learners with the professional skills by giving training in writing various tasks like letters, technical reports and e-mails etc.
- Build an understanding of different organizational culture and business practices.
- To acquire proficiency, both in spoken (oral) and written language

OUTLINE OF THE COURSE:

- 1 Introduction to Communication
- 2 Technology and media in transforming business communication
- 3 Effective Listening in business
- 4 Employment communication
- 5 Speaking Skills
- 6 Reading Skills
- 7 Resume Writing
- 8 Presentation Skills
- 9 Internal and external business communication
- 10 Grammar and Vocabulary

Total Hours (Theory) : 30,

Total Hours (Practical) : 30,

Total Hours : 60



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DETAILED SYLLABUS OF COMMUNICATION SKILLS:

	Topics	Lectures	Weightage
1	Introduction to Communication: Understanding communication, Communication Cycle, Barriers of communication, importance of communication at work place.	02	05%
2	Employment Communication part 1: What is group discussion, do and don'ts of Group discussion, Types of Group discussion. Difference between debate and discussion. Significance of feedback.	02	07%
3	Barriers to communication: Physical barrier, language barrier, cultural barrier, organizational barrier, how to overcome the communication barriers.	02	07%
4	Role of Body Language and nonverbal communication: Kinesics; Proxemics, The role of different parts of the body language, advantage of body language, Paralanguage, audio and visual signs	02	07%
5	Presentation Skills: Myths and realities of public speaking, Impact of presentation skills in professional circumstances ; Why are Presentation Skills important, Effective use of A/V aids and Modes of Delivery	02	10%
6	Listening Skills at work place: Listening techniques are work place. Process of listening, steps for effective listening, benefits of effective listening, Active listening, Passive Listening	01	05%
7	Technology and media: Connecting and campaigning through media. Commonly used social media in business communication. Effective use of e-mail messages.	01	10%
8	Speaking Skills : How to Better speaking importance of speaking, strategies of becoming better speaker- plan appropriately, practice wisely, pay attention to body language, cope up with nerves, watch your recording.	02	07%
9	Employment Communication Part 2: Basics of Writing, Advertisements, cover letter, parts of letter, complete a job application form, other employment letters, complaint letter	02	10%
10	Managing data and using graphics : Using Graphics Effectively, types of graphic aids, reading different charts ,preparing effective tables.	03	10%
11	Reading Skills for effective business communication: purpose of reading, Why is reading important, Skimming	02	05%



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	and Scanning, Intensive and Extensive Reading, Poor habits of reading and The SQ3R Method.		
12	Resume writing: What does an interviewer accepts, formats: chronological, functional, style and appearance, resume objective tips.	02	10%
13	Grammar and Vocabulary: Business English – things around office, business English basics, business English vocabulary, other business English vocabulary, Homonyms, Homophones, Acronyms (general abbreviations).	02	07%

INSTRUCTIONAL METHOD AND PEDAGOGY (Continuous Internal Assessment (CIA) Scheme)

- Lecture and practical Session are conducted in the Class room and language lab respectively.
- Classroom Teaching is facilitated by Interaction, Multi-media Projector and Communicative Activities.
- Activities such as group discussions, role plays, simulations, one minute presentation and other presentations will be the focused activities in the Lab. They will be facilitated by use of multi-media presentations and listening exercises.
- A work book containing exercise based on the syllabus, together with writing Activities, assignments and exercises on Grammar and Vocabulary which carries 30 marks.
- One internal exam of 30 marks is conducted as a part of internal theory evaluation.
- The course includes a Lab, where students have to participate in activities such as Role plays, simulations, presentations etc. It carries 20 marks weightage.
- Viva Voice /practical exam will be conducted at the end of the semester of 30 Marks.

STUDENTS LEARNING OUTCOME:

At the end of the course

- Listening to oral instructions in order to perform a given task.(The skills of Listening will be taught and tested through specially prepared materials)
- The skills of Speaking will be developed conducting various communicative Activities- Role play, conversations, extempore etc.
- The Reading Skills will be enhanced through comprehending and unseen texts.
- The skills of Writing will be developed and assessed on Text based writing.



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- The students will develop the ability to communicate effectively using suitable styles and techniques.

REFERENCE BOOKS/TEXT BOOK:

1. Muralikrishna C., Sunita Mishra “Communication Skills for Engineers” 2nd edition, Pearson, New Delhi 2010
2. Vyas Manish A., Yogesh L. Patel, “Tasks for the English Classroom”, MacMillan, New Delhi, 2012.
3. Achar Deeptha, Charul Jian and et al, English for Academic Purposes, Book-1&2 University Granthnirman Board, Gujarat, 2011
4. Michael vince, ‘Advanced Language Practice’, Macmillan Education, oxford, 2003
5. Eisenbach Iris, “English for Materials Science and Engineering”, Springer Fachmedien Wiesbaden GmbH 2011
6. Loughheed Lin, “Business Correspondence: A Guide to Everyday Writing”, Longman, Pearson Education, Inc, 2003
7. Rosily Victor, “Communication Skills”, Synergy knowledgeware (Mumbai) – reference text book

REFERENCE WEB READING:

www.bbc.co.uk/worldservice/learningenglish

www.dictionary.cambridge.org

<https://www.catsyllabus.com/group-discussion-interview>

resume:

https://wikieducator.org/R%C3%A9sum%C3%A9_Writing_for_EFL_Learners/Course_Syllabus#Knowing_how_to_tailor_your_r.C3.A9sum.C3.A9_to_your_employer.E2.80.99s_needs

<https://rockportinstitute.com/resources/how-to-write-a-masterpiece-of-a-resume/>

common action words https://www.e-education.psu.edu/styleforstudents/c8_p4.html

resume writing tips <http://www.dailywritingtips.com/resume-writing-tips/>

LIST OF PRACTICALS IN COMMUNICATION SKILLS

No.	Topic
01	Participating in discussion T.V, Interview, Group
02	Interpersonal Communication: Ice breakers, Jumble story, self introduction
03	Listening Skill: Practice
04	Reading Skill: Practice and Test
05	Functional Grammar Practice and Test
06	Speaking Practice: Role Play and Communicative Activities a) one minute presentation,



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	b) fast food role play, c) new roommate role play
07	Giving Direction and symbols
08	Talking about movies a) Types of movies b) How was the movie c) Vocabulary related to movies
09	Letter writing: Practice and Test
10	Poster presentation and mind mapping
11	Technical Report writing
12	E-mail Writing, Homophones, Idioms, Confusables, One-word Substitutes
13	Presentation Practice