

# COMMUNICATION SKILLS - COURSES BEING OFFERED IN VARIOUS PROGRAMMES



*Achieving Academic Excellence*

**Programme Structure  
Curriculum & Scheme of Examination**



**AMITY UNIVERSITY HARYANA**

## TABLE OF CONTENTS

Sl. No.	Contents	Page No.
1	<b>Programme Structure – Communication Skills</b> Courses being offered in various programmes	03-04
2	Syllabus Communication Skills Courses offered in <b>Undergraduate 4 Year Programmes</b>	05-15
3	Syllabus Communication Skills Courses offered in <b>Undergraduate 3 Year Programmes</b>	16-21
4	Syllabus Communication Skills Courses offered in <b>Postgraduate Programmes</b>	22-27
5	Syllabus Communication Skills Courses offered in <b>Postgraduate Programme (MBA-Executive)</b>	28-29
6	Syllabus Communication Skills Courses offered in <b>Undergraduate Integrated Law Programmes</b>	30-36
7	Syllabus Communication Skills Courses offered in <b>Integrated Programmes (Undergraduate-Postgraduate)</b>	37-48

## PROGRAMME STRUCTURE - COMMUNICATION SKILLS COURSES BEING OFFERED IN VARIOUS PROGRAMMES

### UNDERGRADUATE -4 YEAR PROGRAMMES

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
1	CSS2152	English-I	1	-	-	1
2	CSS2252	English-II	1	-	-	1
3	CSS2151	Effective Listening	1	-	-	1
4	CSS2251	Presentation Skills	1	-	-	1
5	CSS2351	Reading and Comprehension	1	-	-	1
6	CSS2451	Corporate Communication	1	-	-	1
7	CSS2551	Employability Skills	1	-	-	1
8	CSS2651	Workplace Communication	1	-	-	1

### UNDERGRADUATE -3YEAR PROGRAMMES

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
1	CSS2151	Effective Listening	1	-	-	1
2	CSS2251	Presentation Skills	1	-	-	1
3	CSS2351	Reading and Comprehension	1	-	-	1
4	CSS2451	Corporate Communication	1	-	-	1
5	CSS2551	Employability Skills	1	-	-	1
6	CSS2651	Workplace Communication	1	-	-	1

### POSTGRADUATE PROGRAMMES

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
1	CSS4151	Basics of Communication	1	-	-	1
2	CSS4251	Corporate Communication	1	-	-	1
3	CSS4351	Interpersonal Communication	1	-	-	1
4	CSS4451	Cross Cultural Communication	1	-	-	1

## POSTGRADUATE PROGRAMME –MBA (EXECUTIVE)

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
1	CSS4152	Managerial Communication	3	-	-	3

## UNDERGRADUATE –INTEGRATED LAW PROGRAMMES (BA LLB, B.COM LLB, BBA LLB)

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
3	CSS2151	Effective Listening	1	-	-	1
4	CSS2251	Presentation Skills	1	-	-	1
5	CSS2351	Reading and Comprehension	1	-	-	1
6	CSS2451	Corporate Communication	1	-	-	1
7	CSS2551	Employability Skills	1	-	-	1
8	CSS2651	Workplace Communication	1	-	-	1

## INTEGRATED PROGRAMMES (UNDERGRADUATE-POSTGRADUATE)

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
1	CSS2152	English-I	1	-	-	1
2	CSS2252	English-II	1	-	-	1
3	CSS2151	Effective Listening	1	-	-	1
4	CSS2251	Presentation Skills	1	-	-	1
5	CSS2351	Reading and Comprehension	1	-	-	1
6	CSS2451	Corporate Communication	1	-	-	1
7	CSS2551	Employability Skills	1	-	-	1
8	CSS2651	Workplace Communication	1	-	-	1
9	CSS4351	Interpersonal Communication	1	-	-	1
10	CSS4451	Cross Cultural Communication	1	-	-	1

# SYLLABUS - COMMUNICATION SKILLS- COURSES BEING OFFERED IN VARIOUS PROGRAMMES

## SYLLABUS-UNDERGRADUATE-4 YEAR PROGRAMMES

### Syllabus - First Semester

#### ENGLISH-I

**Course Code: CSS2152**

**Credit Units: 1**

**Course Objective:**

The course is intended to give a foundation of English Language. The literary texts are intended to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond from different perspectives.

**Course Contents:**

**Module I: Vocabulary**

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

**Module II: Essentials of Grammar - I**

Articles

Parts of Speech

Tenses

**Module III: Communication**

The process and importance

Principles & benefits of Effective Communication

**Module IV: Spoken English Communication**

Speech Drills

Pronunciation and accent

Stress and Intonation

**Module V: Short Stories**

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K.Narayan

Glory at Twilight, Bhabani Bhattacharya

**Examination Scheme:**

<b>Components</b>	<b>Written</b>	<b>CAF</b>	<b>V/P</b>	<b>GD/Extempore</b>	<b>A</b>
<b>Weightage</b>	40	25	20	10	5

**CAF**- Communication Assessment File, **V/P**- Viva/Presentation, **GD**- Group Discussion, **A**- Attendance

**Text & References:**

- MadhulikaJha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- M. Ashraf Rizvi ,Effective Technical Communication, Tata McGraw Hill
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus – Second Semester

## ENGLISH-II

**Course Code: CSS2252**

**Credit Units: 1**

**Course Objective:**

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

**Course Contents:**

**Module I: Essentials of Grammar - II**

Sentence Structure

Subject -Verb agreement

Punctuation

**Module II: Communication Skills-I**

Developing listening skills

Developing speaking skills

**Module III: Communication Skills-II**

Developing Reading Skills

Developing writing Skills

**Module IV: Written English communication**

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

**Module V: Poems**

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

**Examination Scheme:**

Components	Written	CAF	V/P	GD/Extempore	A
Weightage	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- MadhulikaJha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- M. Ashraf Rizvi ,Effective Technical Communication, Tata McGraw Hill
- Anjaneesethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill



# Syllabus – Third Semester

## EFFECTIVE LISTENING

Course Code: CSS2151

Credit Units: 1

### Course Objective:

To develop a deep understanding of the fundamentals of communication, and to improve communication skills by appreciating the importance of listening and learning essential techniques to improve the same.

### Course Contents:

#### Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Forms of Communication: one-to-one, informal and formal

#### Module II: Listening Skills

The process, importance and types of listening

Effective Listening: Principles and Barriers

#### Module III: Enhancing Listening Skills

Paraphrasing

Summarizing

Guidelines to increase listening

Activities to enhance listening

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Fourth Semester

## PRESENTATION SKILLS

**Course Code: CSS2251**

**Credit Units: 1**

**Course Objective:**

To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.

**Course Contents:**

**Module I: Social Communication Skills**

Conversational English  
Appropriateness  
Building rapport

**Module II: Context Based Speaking**

In general situations  
In specific professional situations  
Discussion and associated vocabulary  
Simulations/Role Play

**Module III: Non Verbal Communication**

Relevance and effective usage  
Para language  
Chronemics  
Haptics  
Proxemics  
Body language  
Object language

**Module IV: Business Presentation**

Audience Analysis  
Preparing effective PowerPoint presentation  
Delivering of presentation  
Handling questions

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Fifth Semester

## READING AND COMPREHENSION

Course Code: CSS2351

Credit Units: 01

### Course Objective:

To facilitate development of good reading & comprehension skills by deepening vocabulary, and refining academic language proficiency

### Course Contents:

#### Module I: Effective Reading

Process, types and reading rate adjustment  
Tips for improving reading skills  
Reading Comprehension

#### Module II: Business/Technical Language Development

Advanced Grammar: Syntax, Tenses, Voices  
Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

#### Module III: Business Communication

Reading Business/ Technical press  
Researching for Business /Technology

#### Module IV: Activities

News reading  
Picture reading  
Review of a book/journal

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Sixth Semester

## CORPORATE COMMUNICATION

**Course Code:** CSS2451

**Credit Units:** 01

**Course Objective:**

To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication

**Course Contents:**

**Module I: Introduction to Writing Skills**

Effective Writing Skills  
Avoiding Common Errors  
Paragraph Writing  
Note Taking  
Writing Assignments

**Module II: Letter Writing**

Types  
Formats

**Module III: Official Correspondence**

Memo, Notice and Circulars  
Agenda and Minutes

**Module IV: Report Writing**

Purpose and Scope of a Report  
Fundamental Principles of Report Writing  
Project Report Writing  
Summer Internship Reports

**Module V: Social Networking**

Advantages  
Opportunities  
Making Contacts

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

**CAF-** Communication Assessment File, **V/P-** Viva/Presentation, **GD-** Group Discussion, **A-** Attendance

**Text & References:**

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Seventh Semester

## EMPLOYABILITY SKILLS

**Course Code:** CSS2551

**Credit Units:** 01

**Course Objective:**

To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.

**Course Contents:**

**Module I**

Introduction to Public Speaking  
Business Conversation  
Effective Public Speaking  
Art of Persuasion

**Module II: Interviews**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Mock interview sessions

**Module III**

Resume Writing  
Covering Letters  
Interview Follow Up Letters

**Module IV**

Assessment through employability score card

**Module V: Business Etiquette**

Introduction  
Dressing up  
Exchanging Business card  
Shaking hands  
Dining etiquette

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus – Eighth Semester

## WORKPLACE COMMUNICATION

**Course Code:** CSS2651

**Credit Units:** 01

**Course Objective:**

The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication.

**Course Contents:**

**Module I: Dynamics of Group Discussion**

Introduction,  
Methodology  
Role Functions  
Mannerism  
Guidelines

**Module II: Communication through Electronic Channels**

Introduction  
Technology based Communication Tools  
Video Conferencing  
Web Conferencing  
Selection of the Effective Tool  
E-mails, Fax etc.

**Module III: Professional Skills**

Negotiations  
Meetings  
Email writing  
Telephonic Skills

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

**CAF-** Communication Assessment File, **V/P-** Viva/Presentation, **GD-** Group Discussion, **A-** Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice,
- Anjaneethi Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# SYLLABUS - UNDERGRADUATE-3 YEAR PROGRAMMES

## Syllabus – First Semester

### EFFECTIVE LISTENING

**Course Code: CSS2151**

**Credit Units: 01**

**Course Objective:**

To develop a deep understanding of the fundamentals of communication, and to improve communication skills by appreciating the importance of listening and learning essential techniques to improve the same.

**Course Contents:**

**Module I: Fundamentals of Communication**

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Forms of Communication: one-to-one, informal and formal

**Module II: Listening Skills**

The process, importance and types of listening

Effective Listening: Principles and Barriers

**Module III: Enhancing Listening Skills**

Paraphrasing

Summarizing

Guidelines to increase listening

Activities to enhance listening

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill



# Syllabus – Second Semester

## PRESENTATION SKILLS

Course Code: CSS2251

Credit Units: 01

### Course Objective:

To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.

### Course Contents:

#### Module I: Social Communication Skills

Conversational English

Appropriateness

Building rapport

#### Module II: Context Based Speaking

In general situations

In specific professional situations

Discussion and associated vocabulary

Simulations/Role Play

#### Module III: Non Verbal Communication

Relevance and effective usage

Para language

Chronemics

Haptics

Proxemics

Body language

Object language

#### Module IV: Business Presentation

Audience Analysis

Preparing effective PowerPoint presentation

Delivering of presentation

Handling questions

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Third Semester

## READING AND COMPREHENSION

**Course Code:** CSS2351

**Credit Units:** 01

**Course Objective:**

To facilitate development of good reading & comprehension skills by deepening vocabulary, and refining academic language proficiency

**Course Contents:**

**Module I: Effective Reading**

Process, types and reading rate adjustment

Tips for improving reading skills

Reading Comprehension

**Module II: Business/Technical Language Development**

Advanced Grammar: Syntax, Tenses, Voices

Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

**Module III: Business Communication**

Reading Business/ Technical press

Researching for Business /Technology

**Module IV: Activities**

News reading

Picture reading

Review of a book/journal

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Fourth Semester

## CORPORATE COMMUNICATION

**Course Code: CSS2451**

**Credit Units: 01**

**Course Objective:**

To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication

**Course Contents:**

**Module I: Introduction to Writing Skills**

Effective Writing Skills  
Avoiding Common Errors  
Paragraph Writing  
Note Taking  
Writing Assignments

**Module II: Letter Writing**

Types  
Formats

**Module III: Official Correspondence**

Memo, Notice and Circulars  
Agenda and Minutes

**Module IV: Report Writing**

Purpose and Scope of a Report  
Fundamental Principles of Report Writing  
Project Report Writing  
Summer Internship Reports

**Module V: Social Networking**

Advantages  
Opportunities  
Making Contacts

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Fifth Semester

## EMPLOYABILITY SKILLS

**Course Code: CSS2551**

**Credit Units: 01**

**Course Objective:**

To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.

**Course Contents:**

**Module I**

Introduction to Public Speaking  
Business Conversation  
Effective Public Speaking  
Art of Persuasion

**Module II: Interviews**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Mock interview sessions

**Module III**

Resume Writing  
Covering Letters  
Interview Follow Up Letters

**Module IV**

Assessment through employability score card

**Module V: Business Etiquette**

Introduction  
Dressing up  
Exchanging Business card  
Shaking hands  
Dining etiquette

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice
- Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus – Sixth Semester

## WORKPLACE COMMUNICATION

**Course Code:** CSS2651

**Credit Units:** 01

**Course Objective:**

The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication.

**Course Contents:**

**Module I: Dynamics of Group Discussion**

Introduction,  
Methodology  
Role Functions  
Mannerism  
Guidelines

**Module II: Communication through Electronic Channels**

Introduction  
Technology based Communication Tools  
Video Conferencing  
Web Conferencing  
Selection of the Effective Tool  
E-mails, Fax etc.

**Module III: Professional Skills**

Negotiations  
Meetings  
Email writing  
Telephonic Skills

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice,
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# SYLLABUS – POSTGRADUATE PROGRAMMES

## Syllabus - First Semester

### BASICS OF COMMUNICATION

**Course Code: CSS4151**

**Credit Units: 01**

**Course Objective:**

It is rightly said, one cannot ‘not communicate’. This course is designed to facilitate our young Amityans to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-off level.

**Course Contents:**

**Module I: Fundamentals of communication**

Relevance of communication  
Effective communication  
Models of communication  
Effective use of language

**Module II: Tools of communication**

Proficiency in English – The international  
Language of business  
Building vocabulary  
(Denotative & connotative)  
Extensive vocabulary drills  
(Synonyms / Antonyms / Homonyms)  
One Word substitution  
Idioms & phrases  
Mechanics and Semantics of sentences  
Writing sentences that really communicate  
(Brevity, Clarity, and Simplicity)  
Improving the tone and style of sentences

**Module III: Barriers to Effective use of language**

Avoiding clichés  
Removing redundancies  
Getting rid of ambiguity  
Euphemism  
Jargons  
Code switching

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Echoes: JhaMadhulika: Orient Longman
- Practical English Usage, Swan M, Cambridge
- Business Communication- Sethi, BhavanaAdhikari, Tata McGraw Hill

# Syllabus - Second Semester

## CORPORATE COMMUNICATION

Course Code: CSS4251

Credit Units: 01

### Course Objective:

This course is designed to hone the Corporate Communication skills of the budding managers and enable them to be an integral part of the corporate communication network. The Verbal Communication (oral and written) will be the lingua franca of this endeavor.

### Course Contents:

#### Module I: Communication in Practice

Verbal Communication  
Communication Networks  
Developing writing skills  
*Inter-office communication*  
The business letters  
E mail – Netiquette (étiquette on the mail)  
*Intra-office communication*  
Memos  
Notices  
Circulars  
Agenda and Minutes  
Business Report writing  
*Resume writing*

#### Module II: Cross Functional Communication

Marketing/ integrated marketing communication  
Project management communication  
Human Resource communication  
Financial Communication

#### Module III: Communication for Public Relations

Functions and activities of PR  
Reputation Management  
Building Corporate Image and Identity  
Negotiation Techniques

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance



**Text & References:**

- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, BhavanaAdhikari, Tata McGraw Hill

# Syllabus - Third Semester

## INTERPERSONAL COMMUNICATION

Course Code: CSS4351

Credit Units: 01

### Course Objective:

‘Actions speak louder than words.’ Every business communicator needs to understand the nuances of ‘body language and voice.’ This course is designed to enable the young Amitian to decipher the relevance of Kinesics, Proxemics and Para Language that cater to the fundamental requirements of effective business presentations and speeches.

### Course Contents:

#### Module I: Non - Verbal Communication

Principles of non- verbal communication

Kinesics

Proxemics

Paralanguage and visible code

#### Module II: Speaking Skills

Pronunciation drills (Neutralizing regional pulls)

Conversational English

Guidelines to an effective presentation

#### Module III: Interviews and GDs

### Note:

1 written test of 20 marks of one hour duration will be conducted. Also, each student will be required to make a presentation for 20 marks over and above the teaching hours. They will have to be programmed accordingly.

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

# Syllabus - Fourth Semester

## CROSS CULTURAL COMMUNICATION

Course Code: CSS4451

Credit Units: 01

### Course Objective:

The influx of multinationals, FDIs and Retail Management makes global communication a harsh reality and offers cultural communication challenges. This course is designed to inculcate trans-cultural communication skills among the young Amitians.

### Course Contents:

#### Module I: Importance of Culture in Communication

Principles of effective cross cultural communication  
Developing Communication Competence

#### Module II: Barriers to effective communication

Sender, Receiver and Situation related barriers  
Measures to overcome the barriers  
Listening skills

#### Module III: Cross cultural communication

Characteristics of culture  
Social differences  
Contextual differences  
Nonverbal differences  
Ethnocentrism

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

# SYLLABUS – POSTGRADUATE PROGRAMME (MBA-EXECUTIVE)

## Syllabus - First Semester

### MANAGERIAL COMMUNICATION

**Course Code CSS4152**

**Credit Units: 03**

**Course Objective:**

This course is designed to provide the business professionals an overview of the broad categories of Business communication and to impart managerial knowledge in oral and written communication to help them develop their managerial communication competence.

**Course Content:**

**Module I: Introduction**

Relevance of Communication  
Principles of effective communication  
Forms of Communication  
Effective use of language

**Module II: Managerial Writing Strategies**

The managerial communication process  
Levels of managerial communication  
Critical errors in communication  
Channels of Communication

**Inter Office communication**

Business Letters  
Emails  
Netiquette

**Intra Office Communication**

Memos  
Notices  
Circulars  
Minutes  
Report Writing

**Module III: Preparing For Interview**

Resume Writing  
Group Discussion(s)  
Making formal presentations

**Interviews:**

Types of Interviews  
Styles of Interview  
Conducting Interviews  
Mock Interviews

## Module IV: Strategies for Understanding Messages

Non Verbal Communication

Intercultural Managerial Communication

- Ethnocentrism
- Ethno relativism

Conflict Management

### Examination Scheme

Components	Viva	Presentations	CT/Quiz	MCAF	Attendance
Weightage	20	20	20	35	5

MCAF - Management Communication Assessment File

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

### Web Sources

- [www.shkaminski.com/Classes/Handouts/Communication](http://www.shkaminski.com/Classes/Handouts/Communication)
- [www.communicationskills.co.in](http://www.communicationskills.co.in)
- [www.hodu.com](http://www.hodu.com)
- [writingforresults.net](http://writingforresults.net)

# SYLLABUS – UNDERGRADUATE INTEGRATED LAW PROGRAMMES (BA LLB, B.COM LLB & BBA LLB)

## Syllabus - Third Semester

### EFFECTIVE LISTENING

Course Code: CSS2151

Credit Units: 1

**Course Objective:**

To develop a deep understanding of the fundamentals of communication, and to improve communication skills by appreciating the importance of listening and learning essential techniques to improve the same.

**Course Contents:**

**Module I: Fundamentals of Communication**

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Forms of Communication: one-to-one, informal and formal

**Module II: Listening Skills**

The process, importance and types of listening

Effective Listening: Principles and Barriers

**Module III: Enhancing Listening Skills**

Paraphrasing

Summarizing

Guidelines to increase listening

Activities to enhance listening

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Fourth Semester

## PRESENTATION SKILLS

Course Code: CSS2251

Credit Units: 1

### Course Objective:

To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.

### Course Contents:

#### Module I: Social Communication Skills

Conversational English  
Appropriateness  
Building rapport

#### Module II: Context Based Speaking

In general situations  
In specific professional situations  
Discussion and associated vocabulary  
Simulations/Role Play

#### Module III: Non Verbal Communication

Relevance and effective usage  
Para language  
Chronemics  
Haptics  
Proxemics  
Body language  
Object language

#### Module IV: Business Presentation

Audience Analysis  
Preparing effective PowerPoint presentation  
Delivering of presentation  
Handling questions

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus – Fifth Semester

## READING AND COMPREHENSION

Course Code: CSS2351

Credit Units: 01

### Course Objective:

To facilitate development of good reading & comprehension skills by deepening vocabulary, and refining academic language proficiency.

### Course Contents:

#### Module I: Effective Reading

Process, types and reading rate adjustment  
Tips for improving reading skills  
Reading Comprehension

#### Module II: Business/Technical Language Development

Advanced Grammar: Syntax, Tenses, Voices  
Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

#### Module III: Business Communication

Reading Business/ Technical press  
Researching for Business /Technology

#### Module IV: Activities

News reading  
Picture reading  
Review of a book/journal

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanees Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill



# Syllabus - Sixth Semester

## CORPORATE COMMUNICATION

**Course Code: CSS2451**

**Credit Units: 01**

**Course Objective:**

To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.

**Course Contents:**

**Module I: Introduction to Writing Skills**

Effective Writing Skills  
Avoiding Common Errors  
Paragraph Writing  
Note Taking  
Writing Assignments

**Module II: Letter Writing**

Types  
Formats

**Module III: Official Correspondence**

Memo, Notice and Circulars  
Agenda and Minutes

**Module IV: Report Writing**

Purpose and Scope of a Report  
Fundamental Principles of Report Writing  
Project Report Writing  
Summer Internship Reports

**Module V: Social Networking**

Advantages  
Opportunities  
Making Contacts

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Seventh Semester

## EMPLOYABILITY SKILLS

**Course Code: CSS2551**

**Credit Units: 01**

**Course Objective:**

To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.

**Course Contents:**

**Module I**

Introduction to Public Speaking  
Business Conversation  
Effective Public Speaking  
Art of Persuasion

**Module II: Interviews**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Mock interview sessions

**Module III**

Resume Writing  
Covering Letters  
Interview Follow Up Letters

**Module IV**

Assessment through employability score card

**Module V: Business Etiquette**

Introduction  
Dressing up  
Exchanging Business card  
Shaking hands  
Dining etiquette

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice
- Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Eighth Semester

## WORKPLACE COMMUNICATION

Course Code: CSS2651

Credit Units: 01

### Course Objective:

The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication.

### Course Contents:

#### Module I: Dynamics of Group Discussion

Introduction,  
Methodology  
Role Functions  
Mannerism  
Guidelines

#### Module II: Communication through Electronic Channels

Introduction  
Technology based Communication Tools  
Video Conferencing  
Web Conferencing  
Selection of the Effective Tool  
E-mails, Fax etc.

#### Module III: Professional Skills

Negotiations  
Meetings  
Email writing  
Telephonic Skills

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice,
- Anjaneeth Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# SYLLABUS – INTEGRATED PROGRAMMES (UNDERGRADUATE-POSTGRADUATE)

## Syllabus - First Semester

### ENGLISH-I

Course Code: CSS2152

Credit Units: 1

#### Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

#### Course Contents:

##### Module I: Vocabulary

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

##### Module II: Essentials of Grammar - I

Articles

Parts of Speech

Tenses

##### Module III: Communication

The process and importance

Principles & benefits of Effective Communication

##### Module IV: Spoken English Communication

Speech Drills

Pronunciation and accent

Stress and Intonation

##### Module V: Short Stories

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K.Narayan

Glory at Twilight, Bhabani Bhattacharya

#### Examination Scheme:

Components	Written	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Madhulika Jha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- M. Ashraf Rizvi ,Effective Technical Communication, Tata McGraw Hill
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Second Semester

## ENGLISH-II

Course Code: CSS2252

Credit Units: 1

### Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

### Course Contents:

#### Module I: Essentials of Grammar - II

Sentence Structure

Subject -Verb agreement

Punctuation

#### Module II: Communication Skills-I

Developing listening skills

Developing speaking skills

#### Module III: Communication Skills-II

Developing Reading Skills

Developing writing Skills

#### Module IV: Written English communication

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

#### Module V: Poems

All the Worlds a Stage

Shakespeare

To Autumn

Keats

O! Captain, My Captain.

Walt Whitman

Where the Mind is Without Fear

Rabindranath Tagore

Psalm of Life

H.W. Longfellow

### Examination Scheme:

Components	Written	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- MadhulikaJha, Echoes, Orient Long Man
- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- M. Ashraf Rizvi ,Effective Technical Communication, Tata McGraw Hill
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Third Semester

## EFFECTIVE LISTENING

Course Code: CSS2151

Credit Units: 1

### Course Objective:

To develop a deep understanding of the fundamentals of communication, and to improve communication skills by appreciating the importance of listening and learning essential techniques to improve the same.

### Course Contents:

#### Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Forms of Communication: one-to-one, informal and formal

#### Module II: Listening Skills

The process, importance and types of listening

Effective Listening: Principles and Barriers

#### Module III: Enhancing Listening Skills

Paraphrasing

Summarizing

Guidelines to increase listening

Activities to enhance listening

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Ramon & Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjaneethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill



# Syllabus - Fourth Semester

## PRESENTATION SKILLS

Course Code: CSS2251

Credit Units: 1

### Course Objective:

To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.

### Course Contents:

#### Module I: Social Communication Skills

Conversational English

Appropriateness

Building rapport

#### Module II: Context Based Speaking

In general situations

In specific professional situations

Discussion and associated vocabulary

Simulations/Role Play

#### Module III: Non Verbal Communication

Relevance and effective usage

Para language

Chronemics

Haptics

Proxemics

Body language

Object language

#### Module IV: Business Presentation

Audience Analysis

Preparing effective PowerPoint presentation

Delivering of presentation

Handling questions

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus - Fifth Semester

## READING AND COMPREHENSION

Course Code: CSS2351

Credit Units: 01

### Course Objective:

To facilitate development of good reading & comprehension skills by deepening vocabulary, and refining academic language proficiency.

### Course Contents:

#### Module I: Effective Reading

Process, types and reading rate adjustment

Tips for improving reading skills

Reading Comprehension

#### Module II: Business/Technical Language Development

Advanced Grammar: Syntax, Tenses, Voices

Advanced Vocabulary skills: Jargons, Terminology, Colloquialism

#### Module III: Business Communication

Reading Business/ Technical press

Researching for Business /Technology

#### Module IV: Activities

News reading

Picture reading

Review of a book/journal

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjaneet Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Sixth Semester

## CORPORATE COMMUNICATION

**Course Code: CSS2451**

**Credit Units: 01**

**Course Objective:**

To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.

**Course Contents:**

**Module I: Introduction to Writing Skills**

Effective Writing Skills  
Avoiding Common Errors  
Paragraph Writing  
Note Taking  
Writing Assignments

**Module II: Letter Writing**

Types  
Formats

**Module III: Official Correspondence**

Memo, Notice and Circulars  
Agenda and Minutes

**Module IV: Report Writing**

Purpose and Scope of a Report  
Fundamental Principles of Report Writing  
Project Report Writing  
Summer Internship Reports

**Module V: Social Networking**

Advantages  
Opportunities  
Making Contacts

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Business Communication, Raman –Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill

# Syllabus - Seventh Semester

## EMPLOYABILITY SKILLS

**Course Code: CSS2551**

**Credit Units: 01**

**Course Objective:**

To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.

**Course Contents:**

**Module I**

Introduction to Public Speaking  
Business Conversation  
Effective Public Speaking  
Art of Persuasion

**Module II: Interviews**

Types of Interview  
Styles of Interview  
Facing Interviews-Fundamentals and Practice Session  
Conducting Interviews- Fundamentals and Practice Session  
Mock interview sessions

**Module III**

Resume Writing  
Covering Letters  
Interview Follow Up Letters

**Module IV**

Assessment through employability score card

**Module V: Business Etiquette**

Introduction  
Dressing up  
Exchanging Business card  
Shaking hands  
Dining etiquette

**Examination Scheme:**

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

**Text & References:**

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus – Eighth Semester

## WORKPLACE COMMUNICATION

Course Code: CSS2651

Credit Units: 01

### Course Objective:

The course is designed to empower students to carry out day to day communication at work place by adequate understanding of various types of communication and use of technology to facilitate efficient interpersonal communication.

### Course Contents:

#### Module I: Dynamics of Group Discussion

Introduction,  
Methodology  
Role Functions  
Mannerism  
Guidelines

#### Module II: Communication through Electronic Channels

Introduction  
Technology based Communication Tools  
Video Conferencing  
Web Conferencing  
Selection of the Effective Tool  
E-mails, Fax etc.

#### Module III: Professional Skills

Negotiations  
Meetings  
Email writing  
Telephonic Skills

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice,
- Anjaneesethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill

# Syllabus – Ninth Semester

## INTERPERSONAL COMMUNICATION

Course Code: CSS4351

Credit Units: 01

### Course Objective:

‘Actions speak louder than words.’ Every business communicator needs to understand the nuances of ‘body language and voice.’ This course is designed to enable the young Amitian to decipher the relevance of Kinesics, Proxemics and Para Language that cater to the fundamental requirements of effective business presentations and speeches.

### Course Contents:

#### Module I: Non - Verbal Communication

Principles of non- verbal communication

Kinesics

Proxemics

Paralanguage and visible code

#### Module II: Speaking Skills

Pronunciation drills (Neutralizing regional pulls)

Conversational English

Guidelines to an effective presentation

#### Module III: Interviews and GDs

##### Note:

1 written test of 20 marks of one hour duration will be conducted. Also, each student will be required to make a presentation for 20 marks over and above the teaching hours. They will have to be programmed accordingly.

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill

# Syllabus - Tenth Semester

## CROSS CULTURAL COMMUNICATION

Course Code: CSS4451

Credit Units: 01

### Course Objective:

The influx of multinationals, FDIs and Retail Management makes global communication a harsh reality and offers cultural communication challenges. This course is designed to inculcate trans-cultural communication skills among the young Amitians.

### Course Contents:

#### Module I: Importance of Culture in Communication

Principles of effective cross cultural communication

Developing Communication Competence

#### Module II: Barriers to effective communication

Sender, Receiver and Situation related barriers

Measures to overcome the barriers

Listening skills

#### Module III: Cross cultural communication

Characteristics of culture

Social differences

Contextual differences

Nonverbal differences

Ethnocentrism

### Examination Scheme:

Components	Written Test	CAF	V/P	GD/Extempore	A
Weightage (%)	40	25	20	10	5

CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance

### Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Business Communication- Sethi, Adhikari, Tata McGraw Hill