

COMMUNICATION SKILLS - COURSES BEING OFFERED IN VARIOUS PROGRAMMES



Achieving Academic Excellence

**Programme Structure
Curriculum & Scheme of Examination**



AMITY UNIVERSITY HARYANA

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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 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:

- 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,
- Anjanees 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 Amityians 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
- www.communicationskills.co.in
- www.hodu.com
- 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.
- Anjanee 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
- 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
- Anjanees 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
- 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,
- 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