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

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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:

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

Text & References:
- MadhulikaJha, Echoes, Orient Long Man
- M. Ashraf Rizvi ,Effective Technical Communication, Tata McGraw Hill
- AnjaneeSethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill
Course Code: CSS2252  
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: 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:

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CAF- Communication Assessment File, V/P- Viva/Presentation, GD- Group Discussion, A- Attendance
Text & References:
- Madhulika Jha, Echoes, Orient Long Man
- M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
Course Code: CSS2151  

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:

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

Text & References:

- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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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
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:

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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
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:

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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
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & BhavanaAdhikari, Business Communication, Tata McGraw Hill
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

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Text & References:
- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- 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

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- Taylor, Conversation in Practice,
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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

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- Business Vocabulary in Use: Advanced Mascull, Cambridge
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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

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- Working in English, Jones, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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

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- Taylor, Conversation in Practice
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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

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- Taylor, Conversation in Practice,
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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 Amitians 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:

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- Business Communication, Raman – Prakash, Oxford
- Echoes: Jha Madhulika: Orient Longman
- Practical English Usage, Swan M, Cambridge
- Business Communication- Sethi, Bhavana Adhikari, 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:

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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, Bhavana Adhikari, Tata McGraw Hill
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.

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- 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
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:

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

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MCAF - Management Communication Assessment File

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- 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
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:

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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
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Body language
Object language

Module IV: Business Presentation
Audience Analysis
Preparing effective PowerPoint presentation
Delivering of presentation
Handling questions

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- 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

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- 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

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Course Code: CSS2551
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
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Module V: Business Etiquette
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Dressing up
Exchanging Business card
Shaking hands
Dining etiquette

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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
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Module III: Professional Skills
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- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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

- Madhulika Jha, Echoes, Orient Long Man
- M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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

Text & References:
- Madhulika Jha, Echoes, Orient Long Man
- M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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

Text & References:
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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:

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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
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

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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
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:

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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
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
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

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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
- Taylor, Conversation in Practice
- AnjaneeSethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill
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:

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Text & References:
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- Krishnaswamy, N, Creative English for Communication, Macmillan
- Taylor, Conversation in Practice,
- AnjaneeSethi&BhavanaAdhikari, Business Communication, Tata McGraw Hill
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:

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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
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

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- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Understanding Human Communication, 9/e, Adler R, Oxford