

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)



Syllabus of Introduction to Communication under NEP 2020 vertical (AEC) with effect from 2024-25

Department of English (Bachelor of Commerce (Management Studies))

HoD/Senior Person of the Department: Dr. Preeti Vaswani

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the Governing Body: 6th May 2024



Programme: Bachelor of Commerce (Management Studies)				Semester : I	
Course : Introduction to Communication				Code: UGBMSIAEC24	
Academic Year: 2024-2025				Batch: 2024-2027	
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks / 40% of the total marks	30 marks / 60% of the total marks

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40 %
Class test, Quiz/presentation/Viva-Voce (OR) Assignment/Project, Quiz and presentation/Viva-Voce	10+5+5=20 Marks

Learning Objectives :	<ul style="list-style-type: none"> To outline the communication process and learn its various aspects To enhance and refine verbal and non-verbal communication skills To develop proficiency in writing clear, concise and coherent messages for personal and professional use.
Learning Outcomes :	<ul style="list-style-type: none"> Learners will be able to identify and demonstrate communication constructs in their interactions with self and others Learners will be able to effectively draft and deliver oral and written messages. Learners will be able to effectively use verbal and non-verbal communication cues to enhance their communication abilities
Pedagogy:	<ul style="list-style-type: none"> Lecture Presentation Classroom interaction Role plays Peer Learning Observational learning

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Theory of Communication Skills: <ul style="list-style-type: none"> The Concept of communication Process of communication and elements of Communication Types of communication – verbal & nonverbal / oral & written / formal & informal / with reference to number of people in the communication Modes of Communication and Objectives 7 Cs of Communication Listening skills 	Lecture, AV presentations	15

	<ul style="list-style-type: none"> Barriers of communication Reading Skills (SQ3R, Scanning & Skimming) & Interpretation of Infographics 		
II	Writing Skills: <ul style="list-style-type: none"> Curriculum Vitae Statement of purpose Letter writing - format, job application letter, acceptance letter and Resignation letter Paragraph writing and Summarization Understanding social media writing 	Classroom activities and peer learning	15

REFERENCE BOOKS

- Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
- Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
- Hanh, T. N. (2013). *The art of communicating*. Random House.
- Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. *Pertanika Journal of Social Sciences & Humanities*, 21(2).
- Garner, B. A. (2013). *HBR guide to better business writing (HBR Guide Series)*. Harvard Business Review Press.
- McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
- Roman, K., & Raphaelson, J. (2010). *Writing that works: How to communicate effectively in business*. Harper Collins.
- Andersen, P. A. (1999). *Nonverbal communication: Forms and functions* (2nd ed.). Mayfield Publishing Company.
- Davis, P. Q. (Ed.). (2017). *Advanced Communication Techniques* (4th ed.). Oxford University Press.
- Roeh, I. (2017). *Digital communication: Strategic and operational communication in the digital age*. Palgrave Macmillan.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR B. Full Length Theory Question	12
2	A. Full Length Theory Question OR B. Full Length Theory Question	12
3	Short Notes (Any 2 out of 3)	6

The Full length theory questions of 12 marks each may be split up into two smaller questions carrying 6 marks each