

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



**Syllabus of Communication Skills and Presentation Techniques under NEP 2020 vertical (AEC) with effect from 2024-25**

**Department of English (for BSc.IT programme)**

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

**Date of approval by the BoS: 23<sup>rd</sup> April 2024**

**Approved by the Academic Council: 29<sup>th</sup> April 2024**

**Ratified by the Governing Body: 6<sup>th</sup> May 2024**



Programme: B.Sc.(IT)				Semester : I	
Course : Communication Skills and Presentation Techniques				Code: UGBSCITIAEC24	
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	30

<b>Learning Objectives :</b>	<ol style="list-style-type: none"> <li>1. To introduce key concepts of communications</li> <li>2. To develop proficiency in writing clear, concise and coherent messages for personal and professional use.</li> <li>3. To plan written and oral presentations in the manner that integrates different aspects of creation and delivery styles</li> </ol>
<b>Learning Outcomes :</b>	<ol style="list-style-type: none"> <li>1. Learners will learn to communicate effectively, clearly and confidently while using appropriate language in workplace interactions</li> <li>2. Learners will demonstrate strong presentation skills in all their personal and professional correspondence</li> <li>3. Learners will be able to draft clear and concise messages for different professional context</li> </ol>
<b>Pedagogy:</b>	<ol style="list-style-type: none"> <li>1. Lecture</li> <li>2. Presentation</li> <li>3. Classroom interaction</li> <li>4. Roleplays</li> <li>5. Peer Learning</li> <li>6. Group discussions / Debate</li> </ol>

### Detailed Syllabus: (per session plan)

#### Session Outline For: Communication Skills and Presentation Techniques

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

<b>Module</b>	<b>Module Content</b>	<b>Module Wise Pedagogy Used</b>	<b>Module Wise Duration/ Lectures</b>
<b>I</b>	Theory of communication: <ul style="list-style-type: none"> <li>• Introduction, Process, Types of Communication, Elements of communication, Barriers of Communication</li> <li>• 7 C's of communication</li> <li>• Introduction to Listening Skills – Importance, Process and Tips</li> <li>• Email Communication</li> <li>• Ethics in Communication</li> </ul>	Lecture / presentation	15
<b>II</b>	Presentation strategies:	Lecture / class activities / AV demonstration	15

	<ul style="list-style-type: none"> <li>• Introduction, Defining purpose, Analysing audience and Locale, Organizing contents, preparing outline, Visual Aids, Understanding Nuances of delivery, Kinesics</li> <li>• Interviews &amp; Group Discussion</li> <li>• Professional Writing – Resume, Reports, Types of letter writing format, Application, Acceptance and Resignation letter</li> <li>• Elementary writing in technical communication - Reading graphs / pie charts / line graphs / visuals</li> <li>• Introduction to product writing</li> </ul>		
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## REFERENCE BOOKS

1. Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
3. Hanh, T. N. (2013). *The art of communicating*. Random House.
4. 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).
5. Garner, B. A. (2013). *HBR guide to better business writing (HBR Guide Series)*. Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). *Writing that works: How to communicate effectively in business*. Harper Collins.
8. Andersen, P. A. (1999). *Nonverbal communication: Forms and functions* (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). *Advanced Communication Techniques* (4th ed.). Oxford University Press.
10. 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
	<b>TOTAL</b>	<b>20</b>

### Term End Examinations (TEE)

#### Question Paper Pattern

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