

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 (for BAF / BFM / BBI / BMS programmes)

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: BAF				Semester : I	
Course : Introduction to Communication Academic Year: 2024-2025 Batch: 2024-2027				Code: UGBAFIAEC24	
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)				20 Marks	
Assignment/Project, Quiz and presentation/Viva-Voce				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 • Roleplays • Peer Learning • Observational learning

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	<p>Theory of Communication Skills:</p> <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 C's of Communication • Listening skills • Barriers of communication • Reading Skills (SQ3R, Scanning & Skimming) & Interpretation of Infographics 	Lecture, AV presentations	15
II	<p>Writing Skills:</p> <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

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
	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