

**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: 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**



|   |                  |  |                          |   |  |
|---|------------------|--|--------------------------|---|--|
| <b>Programme: FYBFM</b>                       |                  |  | <b>Semester : I</b>      |   |  |
| <b>Course : Introduction to Communication</b> |                  |  | <b>Code:UGBFMIAEC24</b>  |   |  |
| <b>Academic Year: 2024-2025</b>               |                  |  | <b>Batch: 2024-2027</b>  |   |  |
| <b>Teaching Scheme</b>                        |                  |  | <b>Evaluation Scheme</b> |   |  |
| <b>Lectures</b>                               | <b>Practical</b> | <b>Tutorials</b>   | <b>Credits</b>           | <b>Internal Continuous Assessment (ICA) (weightage)</b> | <b>Term End Examinations (TEE) (weightage)</b> |
| 30  | Nil              | Nil  | 02                       | 20 marks/40% of the total marks                         | 30 marks/60% of the total marks                |
| <b>Learning Objectives :</b>                  |                  | <ul style="list-style-type: none"> <li>To outline the communication process and learn its various aspects</li> <li>To enhance and refine verbal and non-verbal communication skills</li> <li>To develop proficiency in writing clear, concise and coherent messages for personal and professional use.</li> </ul>  |                          |   |  |
| <b>Learning Outcomes :</b>                    |                  | <ul style="list-style-type: none"> <li>Learners will be able to identify and demonstrate communication constructs in their interactions with self and others</li> <li>Learners will be able to effectively draft and deliver oral and written messages.</li> <li>Learners will be able to effectively use verbal and non-verbal communication cues to enhance their communication abilities</li> </ul> |                          |   |  |
| <b>Pedagogy:</b>                              |                  | <ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>Classroom interaction</li> <li>Roleplays</li> <li>Peer Learning</li> <li>Observational learning</li> </ul>   |                          |   |  |

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

|    |   |  |    |
|----|---|--|----|
|    | <ul style="list-style-type: none"> <li>• Listening skills</li> <li>• Barriers of communication</li> <li>• Reading Skills (SQ3R, Scanning &amp; Skimming) &amp; Interpretation of Infographics</li> </ul>  |  |    |
| II | <p>Writing Skills:</p> <ul style="list-style-type: none"> <li>• Curriculum Vitae</li> <li>• Statement of purpose</li> <li>• Letter writing - format, job application letter, acceptance letter and Resignation letter</li> <li>• Paragraph writing and Summarization</li> <li>• Understanding social media writing</li> </ul> | 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.