

ENGLISH COMMUNICATION SKILL

Objectives:

- To develop the communication skills and soft skills of the students
- To enhance the ability of the students to participate in group discussions and personal interviews

| Module | Contents | Class Hours |
|----------|--|-------------|
| 1 | <p>The elements of communication (8 hours)</p> <p>the importance of communication through English at the present time</p> <p>the process of communication and factors that influence communication : sender, receiver, channel, code, topic, message, context, feedback, 'noise', filters and barriers</p> <p>the importance of audience and purpose</p> <p>the information gap principle : given and new information ; information overload</p> <p>verbal and non-verbal communication : bodylanguage</p> <p>comparing general communication and business communication</p> | 8 |
| 2 | <p>The sounds of English(12 hours)</p> <p>vowels, diphthongs, consonants, consonant clusters</p> <p>the International Phonetic Alphabet (IPA) ; phonemic transcription</p> <p>problem sounds</p> <p>syllable division and word stress</p> <p>sentence rhythm and weak forms</p> <p>contrastive stress in sentences to highlight different words</p> <p>intonation : falling, rising and falling-rising tunes</p> <p>varieties of Spoken English : Standard Indian, American and British</p> <p>(Note : This unit should be taught in a simple, non-technical manner, avoiding technical terms as far as possible.)</p> | 12 |
| 3 | <p>Introduction to Managerial Communication (12 hours)</p> <p>1.1. Communication challenges in today's work place: Advances in technology; Culturally diverse workforce; Team-based organizational Settings.</p> <p>1.2 Effective Business Presentations: Importance in managerial communication; Planning, Preparing, Organizing, Rehearsing, and Delivering Oral presentations, Handling Questions; Power Point Presentation</p> <p>Introduction to Managerial writing</p> | 12 |

First Semester B.Tech Syllabus for Admission Batch 2016-17

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| | <p>Business letters: routine and persuasive letters, bad news letters, sales letters, job application letters.</p> <p>Writing CVs.</p> <p>Memos, notices, circulars, emails.</p> <p>2.4 Business reports and proposals.</p> | |
| 4 | <p>Soft Skills (8 hours)</p> <p>Communication skills and Soft Skills.</p> <p>Mastering the art of giving interviews, Types of interviews, Planning and Preparing for a Job Interview; Frequently Asked Questions in a Job Interview; Stages of an Interview; Important Non-verbal Aspects; Strategies for success in Job Interviews.</p> <p>Business and social etiquettes.</p> <p>Case analysis and self study assignments are compulsory</p> | 8 |

Recommended Books:

1. Communication skill by Sanjay Kumar & PuspLata, Oxford University Press
2. An Introduction to Professional English and Soft Skills by B.K.Das et al., Cambridge University
3. A Textbook of English Phonetics for Indian Students by T.Balasubramanian, MACMILLAN
4. A Course in English phonetics by T.R.KANSAKAR , ORIENT LONGMEN Press.

Reference Books:

1. Technical Communication , Principle and Practice by Meenakshi Raman &Sangeeta Sharma, Oxford University Press
2. Basic Communication Skills by P.KiranmaiDutt, Geetha Rajeevan, Cambridge University Press Books
3. Business Communication- concepts, cases &applications, Chaturvedi & Chaturvedi, Pearson
4. Business Communication, Meenakshi Raman &Prakash Singh, Oxford
5. Communication for Management, UrmilaRai and S M Rai, HPH
6. Business and Managerial Communication, Sengupta, PHI
7. Business Communication for Managers, P. Mehra, Pearson
8. BCOM 2nd Edition, Lehman and Sinha, Cengage
9. Soft Skills K Alex, S Chand
10. Business Communication, Kalia and Agarwal, Wiley