

Subject Code: 2CM1010104			Subject Title: Communication Skills-1			
			Course Type: Core Course			
Course Objective: The objective is to acquaint the students with the basic concepts and techniques of Communication that are useful in developing skills and communicating effectively.						
Teaching Scheme (Hours per week)			Evaluation Scheme (Marks)			
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction to communication: - History of communication. - Definitions of communication. - Nature of Communication - Process of communication - Importance of communication - Communication Gap - Barriers in communication	9	25%
2	Various Aspects of Communication: - Modes of Communication - Types of communication. - Objectives of communication. - Seven C's in communication. 4 S's in Communication. - Principles for effective communication. - Characteristics of communication - Four Skills for communicative ability	9	25%
3	Vocabulary & Composition: - Précis writing - Translation from English to Gujarati/Hindi - Antonyms & Synonyms - Making sentences using words - Leave Applications - Letters to the Banks	9	25%
4	Practical: - Listening audio clips and question-answer session - Reading stories & newspapers - Presentation on a given topic - Introduction of self	9	25%

Reference Books:

1. A Resume writing Guide: A step by step workbook for creating a winning resume, Lisa Mc Grimmon
2. Business Communication – Asha Kaul- Prentice- Hall, New Delhi
3. Business Communication Today- Bovee & Thill- Prentice- Hall, New Delhi

4. Business correspondence & report writing- R.C. Sharma & Krishna Mohan- Tata McGraw Hill, New Delhi
5. Commercial Communication-I by B.S.Shah Prakashan, Ahmedabad
6. Contemporary English Grammar Structure & Composition- David Green- Macmillan
7. Essentials of Business Communication- Rajendra Pal & J S Korlahalli- Sultan Chand & Sons, New Delhi