

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	English Communication
Course Code:	21-AEC108-1C
Pre-requisite Course:	

Course Objectives:

- Develop professional communication and interpersonal skills required in the fashion industry.
- Enhance confidence, creativity, leadership, and teamwork abilities.
- Build professional etiquette and workplace readiness.
- Prepare students for client interactions, presentations, interviews, and industry engagement.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr.No	Topic	Total Hours	Weightage (%)
1	Module 1: Basics of English Communication 1. Importance of communication skills in personal and professional life. 2. Types of communication: verbal and non-verbal communication. 3. Basic grammar: parts of speech. 4. Sentence formation and common sentence structures.	6	25%
2	Module 2: Listening and Speaking Skills 1. Importance of listening in communication. 2. Basic listening activities and understanding spoken English. 3. Pronunciation and clarity in speaking. 4. Introducing oneself and basic conversation skills.	6	25%
3	Module 3: Reading Skills 1. Importance of reading in learning. 2. Reading short passages and understanding the main idea. 3. Skimming and scanning techniques. 4. Reading design-related articles or simple texts.	6	25%
4	Module 4: Writing Skills 1. Basics of writing clear sentences and paragraphs. 2. Writing short descriptions and notes. 3. Email writing and message drafting. 4. Basics of presentation skills.	6	25%

Reference Books:

Sr. No.	Books
1	Essential English Grammar, Cambridge University Press, 2019.
2	English Language Communication Skills, Scitech Publications, 2015.
3	Professional Communication, Tata McGraw-Hill Education, 2008.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate effective verbal, non-verbal, and interpersonal communication skills in academic and professional environments.	1 Remembering
CLO2	Apply personality development techniques to enhance self-confidence, self-awareness, and professional behavior.	2 Understanding
CLO3	Exhibit leadership, teamwork, and problem-solving skills in individual and group activities.	3 Applying
CLO4	Utilize time management, stress management, and decision-making skills for personal and professional effectiveness.	4,5 Evaluate, Analyse
CLO5	Demonstrate professional ethics, workplace etiquette, and employability skills required for career success.	6, Creative
CLO6	Develop and present a professional personality profile through effective communication, presentation, and interpersonal skills.	3, Applying

Mapping of CLOs with Pos&PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low