

Branch Name	Master of Design (Fashion Design)
Branch Code	FD201
Course Name:	English Communication Skills
Course Code	2FD2010109
Pre-requisite Course:	-----

Course Objectives:

1. To develop proficiency in basic English communication skills, including listening, speaking, reading, and writing.
2. To enhance verbal and written communication abilities for academic and professional contexts.
3. To improve vocabulary, grammar, and language accuracy for effective expression of ideas.
4. To build confidence in presenting and communicating design-related concepts through appropriate English language usage

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	10	25	10	25	-	-	-	-	50

Subject Content:

Sr.No	Topic	Total Hours	Weightage (%)
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	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	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	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:

S.No	Books
1	Communication Skills, Sanjay Kumar & Pushp Lata, Oxford University Press, 2024
2	Effective English Communication, Krishna Mohan & Meenakshi Raman. McGraw Hill Education (India), 2000
3	Professional Communication, Aruna Koneru, Tata McGraw-Hill Education, 2008

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

CLO	Description	Bloom Taxonomy Level
CLO1	Demonstrate effective verbal and written communication in English.	2 Understanding , 1 Remembering
CLO2	Apply active listening and clear speaking skills in discussions and presentations.	3 Applying
CLO3	Read and analyse academic or design-related texts effectively.	4 Evaluate
CLO4	Write professional emails, reports, and project descriptions.	5, Analyse
CLO5	Demonstrate life skills such as teamwork, leadership, and problem-solving.	3, 6 Applying, Creative

Mapping of CLOs with Pos &PSOs

Course	Program Outcomes (PO's)										Program Specific Outcomes (PSO)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO 1	L			H							M	
CLO 2		M				L	L					
CLO 3			M		M					H		M
CLO 4	H							M			M	
CLO 5		M			L	M			L			L
CLO 6				H	H				H	M	H	

H: High, M: Medium, L: Low