



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Commerce  
Semester-2 (B.Com.)

**Subject:** Communication Skills(BCOXX12204)

**Type of course:** Ability Enhancement Course (AEC)

**Prerequisite:** NA

**Rationale:**

The objective behind this syllabus is to provide ESL and EAL students with a well-rounded education in communication, encompassing theory, practical skills, literary appreciation, and professional writing. The syllabus aims to prepare them for a variety of real-life communication situations and equip them with the tools necessary for academic and professional success.

**Teaching and Examination Scheme:**

| Teaching Scheme |   |   | Credits | Examination Marks |     |     | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI              | T | P |         | C                 | SEE | CCE |             |
|                 |   |   | MSE     |                   |     | ALA |             |
| 2               | 0 | 0 | 2       | 50                | 20  | 30  | 100         |

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

2 Credits \* 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



**Continuous Assessment:**

| Sr. No | Active Learning Activities  | Marks |
|--------|---|-------|
| 1.     | <b>Peer Interview and Feedback:</b><br>Faculty will pair students and have them conduct interviews of each other. Students will write constructive feedback on their partner's communication skills and upload the report on the GMIU web portal.                             | 10    |
| 2      | <b>Sci-fi Movie Review:</b><br>Students have to write movie review on MS Word about any Science Fiction movie of minimum 500 words and upload it on GMIU web portal.  | 10    |
| 3      | <b>Professional Profile Enhancement:</b><br>Students must create a LinkedIn account, update their profiles, and focus on a professional summary, endorsements, and effective communication of skills and experiences. Share the LinkedIn profile link on the GMIU web portal. | 10    |
| Total  |   | 30    |

**Course Content:**

| Sr. No | Course content   | Hrs. | % Weightage |
|--------|--|------|-------------|
| 1      | <b>Basics of Communication:</b><br>Definition, Theory, Types, The Communication Process, Flow of communication, Importance of Effective Communication, Barriers to communication: Physical Barrier, Emotional, Cultural, and Language barrier, Forms of communication: Verbal, Non-verbal, Written and Visual. | 08   | 25 %        |
| 2      | <b>Interview Skills and Presentation Strategies:</b><br>Purpose of an interview, Do's, and Don'ts of an interview, planning presentation, Structuring Presentation, Delivering Presentation, Techniques of Delivery, Controlling nervousness and stage fear, Sample presentation.                              | 08   | 25 %        |
| 3      | <b>Ethics in Professional Communication:</b><br>Introduction to ethics in communication, every day social context, Academic context, Understanding cultural differences in communication, Ethical considerations in communication, Conflict resolution and negotiation skills.                                 | 08   | 25 %        |



|   |   |    |      |
|---|---|----|------|
| 4 | <b>Techniques of Writing:</b><br>Formal and informal letter writing. E-mail etiquette and professional communication. Memo format and effective communication within an organization. Structuring and writing reports. Resume building and cover letter writing for job applications. | 08 | 25 % |
|---|---|----|------|

### Suggested Specification table with Marks (Theory):60

| Distribution of Theory Marks<br>(Revised Bloom's Taxonomy) |                    |                      |                    |                |                 |               |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level  | Remembrance<br>(R) | Understanding<br>(U) | Application<br>(A) | Analyze<br>(N) | Evaluate<br>(E) | Create<br>(C) |
| Weightage  | 20%                | 40%                  | 40%                | 00             | 00              | 00            |

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

### Course Outcome:

|  |  |
|--|--|
| After learning the course, the students should be able to: |  |
| CO1  | Understand Basic Communication Skills and its various types              |
| CO2  | Enhance English Speaking Skill by understanding the tips of Presentation |
| CO3  | Develop an understanding of communication etiquette in diverse contexts  |
| CO4  | Understand how to do practice for Writing in English                     |

### Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.



**Reference Books:**

- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.
- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: SouthWestern College Pubg., 2000.
- Hall, Edward, T. Beyond Culture. Garden City, N.Y.: Doubleday, 1976
- Hughes, Shirley. Professional Presentations: A Practical Guide to the Preparation and Performance of Successful Business Presentations. Sydney: McGraw-Hill, 1990
- Kalish, Karen. How to Give a Terrific Presentation. New York: AMACOM, 1996.
- Morgan, Dana. 10 Minute Guide to Job Interviews. New York: Macmillan, 1998.
- Neuliep, James W. Intercultural Communication: A Contextual Approach. Boston: Houghton Mifflin Co., 2003.
- Raman, Meenakshi & Sangeeta Sharma. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press, 2011.



