



Course Syllabus
Gyanmanjari Institute of Technology
Semester-1

Subject: Communication Skills - BETXX10202

Type of course: AEC (Ability Enhancement Course)

Pre requisite: NA

Rationale:

Communication Skills is a popular communication course especially in second language acquisition that covers over 80-90% of skills which emphasis on LSRW basic of language learning. There are several reasons why Communication Skill is one of the best choices as it are involved with versatije self centric scenario. Communication is a part of learning language especially business etiquettes, which points learner's adaptation towards specified development as an eligible candidate for the corporate world. To look forward one need to develop him selves and serve effectively in the modern digitalized world where not only technical terms but also updated skills are mainly targeted.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
			ESE	MSE	V	P	ALA		
02	00	00	02	60	30	10	00	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

Sr. No	Active Learning Activities	Marks
1	Creative Writing : Students can write creative short stories, poems, plays and upload on Moodle.	10
2	Advertisements : Students can create advertisement with Catchy Slogan and Pictures and upload on Moodle	10
3	Translation Exercise: Students can translate Gujarati or Hindi Text into English and Upload translated text on Moodle.	10
4	Recitation: Students can recite or any Lyrical English Verse with proper	10
5	Written communication exercises: Students can write emails, reports, or essays assigned by Faculty to upload on Moodle.	10
Total		50

Course Content:

Sr. No	Course content	Hrs	Weightage %
1	Chapter 1: Basics of Communication : It includes Definition of Communication, Theory, Types and Importance of Effective Communication, The Communication Process, Barriers to the situation and circumstances in which Communication Occurs	08	25 %
2	Chapter 1: Verbal Communication It includes elements of effective verbal communication, Active listening skills, Questioning techniques, Non-Verbal communication, and Delivery techniques of Speech.	08	25 %



	Chapter 2: Interpersonal Communication It includes building and maintaining relationship, Assertiveness and self-confidence, Empathy and Emotional intelligence, Conflict resolution and negotiation skills.		
3	Chapter 1: Cross Cultural Communication Introduction to cultural differences, Avoiding stereotypes and biases, Communication with diverse audiences, Adapting to different communication style. Chapter 2: Digital Communication Video conferencing and virtual meetings, Online collaboration and teamwork, Social media and digital marketing, Cyber security and Privacy Concerns.	08	25 %
4	Chapter 1 : Techniques of Writing Skills: Different Writing Exercises such as Letter, Email, Paragraph, Précis, and Memo, Writing for social media and digital platforms. Business Writing and Professional Correspondence.	08	25 %

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (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	Practice verbal and Interpersonal communication to enhance speaking skills
CO3	Understand cross cultural & Digital communication
CO4	Practice their writing skills



