



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Design
Semester-1 (B. Design)

Subject: Communication Skills - BDEIF11202
Type of Course: Humanities and Social Science including Management Courses
Prerequisite: Nil

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 versatile 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	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
02	00	00	02	60	30	10	00	50	150

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

Course Content:

Sr. No	Course Content	Hrs.	Weightage %
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	07	25
2	Verbal Communication It includes elements of effective verbal communication, Active listening skills, Questioning techniques, Non-Verbal communication, and Delivery techniques of Speech. Interpersonal Communication: It	08	25



	includes building and maintaining relationship, Assertiveness and self-confidence, Empathy and Emotional intelligence, Conflict resolution and negotiation skills.		
3	Cross Cultural Communication Introduction to cultural differences, avoiding stereotypes and biases, Communication with diverse audiences, Adapting to different communication style. Digital Communication: Video conferencing and virtual meetings, Online collaboration and teamwork, social media and digital marketing, Cyber security and Privacy Concerns.	08	25
4	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.	07	25

Continuous Assessment:

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

Suggested Specification table with Marks (Theory): 40

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	Enhance English Speaking Skill by understanding the tips of Presentation
CO3	Understand Basic English Grammar and apply while writing and speaking
CO4	Develop effective professional and digital writing skills across various formats with clarity and accuracy.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of 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:

- [1] " Communication Skills: 8-in-1 Guide to Master Body Language, Assertiveness, Conversations,
- [2] Persuasion, Humor, Small Talk, Social Skills & Email Writing by K. C. Wayman
- [3] 101 Ways To Improve Your Communication Skills Instantly, 5th Ed by Bough Ph D Bennie
- [4] Communication Skills by Peter Simon
- [5] English by Bhavika N Vyas and Dhara A Tejura
- [6] Malgudi Days By R. K. Narayan · 2006

