

Gujarat Technological University
MAM (Masters in Applied Management) – Dual degree Programme
Semester I

Subject Code:4110502

Subject Name: Communication Skills I

1. Course Objectives:

1. To help students understand the process of communication in link with Non – verbal Communication.
2. To provide understanding of different barriers creep into communication process.
3. To help students acquire competence over linguistic skills through balanced and integrated tasks.

2. Course Duration: The course duration is of 50 sessions of 60 minutes each, i.e. 50 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	Marks (70 external exam)
I	Communication Skills : Definition/Types : Process/Cycle : Flow/Network/Levels : Verbal and Non Verbal Communication : Noise :Barriers	10	14
II	Listening Skills : Sound Discrimination: Understanding Lexical Items : Stress and Intonation Patterns : Structural Items (Use and Meaning) : Retrieving General Information	10	14
III	Speaking Skills : Social Conversation Skills : Starting a Conversation: Greetings :Introducing Oneself and Others : Apologizing and Excusing : Asking for and Giving Information : Agreeing and Disagreeing : Inviting – Accepting and Declining Invitations : Expressing Likes and DislikesComplimenting	10	14
IV	Reading Skills :Reading as an Interactive Skill : Purposes of Reading : Different Kinds of Texts: Strategies needed to Interpret Texts : Interpreting Cohesive Devices, Discourse Markers, and	10	14

	Grammatical Structures.		
V	Writing Skills : Differences between Spoken and Written English : Strategies of Developing a Paragraph : Process of Writing : Brainstorming : Discovering and Developing a Plan for Writing : Drafts: Exploratory, Working and Final : Levels of Effective Writing :Sentence Structure : Vocabulary : Point of View : Punctuations	10	14

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures
- (b) Role plays
- (c) Case discussion.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Reference Books:

Essential Reading

- Technical Communication: Principles and Practice – Meenakshi Raman, Sangeeta Sharma (OUP)
- Personality Development, Harold Wallace and Ann Masters, Cengage Publishers.
- Basic Communication Skills for Technology Andrea J. Rutherford (Pearson Education)

- Ur, Penny. Teaching Listening Comprehension. Cambridge: CUP, 1984.
- Srinivas, Revathi. Communicating Effectively in English Book I. Ed. ShardaKaushik. Chandigarh: Abhishek Publishers, 2008
- Tillitt, B &Brudea Mary Newton. Speaking Naturally Communication Skills in American English, New York: CUP, 2004

Recommended Reading

- Communication Skills for Technical Students. T.M. Farhathullah (Orient Longman)
- English for Technical Communication, - K.R. Lakshminarayanan, (Scitech Publications, Chennai.)
- Basics of Management and Communication Skills.- Dr. P.C. Shejwalkar (Everest Publishing House)
- Business Communication Strategies-Matthukutty M. Monippally (Tata – McGraw – Hill)
- Field, John. Listening in the Language Classroom. New York: CUP, 2008
- Rogerson, Pamela. Speaking Clearly. New York:CUP, 2000
- Body Language. - Allan Pease. (Sheldon Press, London)

9. Session Plan:

Session Nos.	Topics to be covered
1-4	Communication Skills : Definition/Types : Process/Cycle : Flow/Network/Levels .
5-6	Verbal and Non Verbal Communication Noise Barriers
7-10	Listening Skills : Sound Discrimination
11-12	Understanding Lexical Items.
13-16	Stress and Intonation Patterns : Structural Items (Use and Meaning)
16-18	Retrieving General Information
17-18	Social Conversation Skills : Starting a Conversation:
19-20	Greetings : Introducing Oneself and Others : Complimenting :
21-23	Apologizing and Excusing :
24-26	Asking for and Giving Information :
27-29	Agreeing and Disagreeing : Inviting – Accepting and Declining Invitations : Expressing Likes and Dislikes
30-33	1 Reading as an Interactive Skill
34-36	1 Purposes of Reading
37-38	Different Kinds of Texts: Strategies needed to Interpret Texts
39-40	Interpreting Cohesive Devices, Discourse Markers, and Grammatical Structures
41-44	Differences between Spoken and Written English

45-48	<ul style="list-style-type: none"> • Strategies of Developing a Paragraph : Process of Writing : Brainstorming : Discovering and Developing a Plan for Writing : Drafts: Exploratory, Working and Final
48-50	<p>1 Levels of Effective Writing</p> <ul style="list-style-type: none"> • Sentence Structure • Vocabulary • Point of View <p>2 Punctuations</p>