

Title: English

Code: 18B11HS111

L-T-P scheme: 2-1-0

Credit: 3

Prerequisite: None

Objective:

1. To enable understanding of basics of communication in Business environment.
2. To provide insight into structural aspect of communication in business.
3. To impart knowledge about communication theory and develop skills in oral and non verbal communication.
4. To improve skills as critical readers, thinkers, listener and writer.

Learning Outcomes:

| Course Outcome | Description |
|----------------|---|
| CO1 | Outline the basic concept of verbal/ nonverbal skills to understand the role of effective communication in personal & professional success. |
| CO2 | Describe drawbacks in listening patterns and apply listening techniques for specific needs. |
| CO3 | Develop the understanding to analyze, interpret and effectively summarize a variety of textual content |
| CO4 | Discuss a given technical/non-technical topic in a group setting and arrive at generalizations/consensus. |
| CO5 | Create effective presentations |
| CO6 | Create professional and technical documents that are clear and adhering to all the necessary convention. |

Course Content:

Unit-1: Concept and Nature of Communication : Definition of Communication, Process & Stages of Communication, Barriers to Communication, Channels of Communication.

Unit-2: Listening Skills: The listening process, Importance of listening, Purpose and types of listening, Hearing and listening, Listening with a purpose, Barriers to listening.

Unit-3: Speaking/Oral Skills: Importance of acquiring oral skills, Visual aids, Body Language, Delivery, Pronunciation, Use of connectives Organization of matter: Metadiscourse features, Textual organization, 7 C'S of effective communication , Improving vocabulary by learning Root words in English, Some foreign words, Reading comprehension, Some important synonyms and antonyms, commonly confused words, Etiquettes & grooming.

Unit-4: Reading Skills: Skimming and Scanning, Intensive and extensive reading, SQ3R Technique

Unit-5: Writing Skills: Business letters, Memo, Circulars, Notices, Report writing, resume writing, Agenda & Minutes writing, Tips on clear writing Translation- Hindi to English, Translation -English to Hindi.

Unit-6: Introduction to Modern Communication Media: Technology based communication tools, Committee types, Advantages, Conferences, Audio-video conferencing, Barriers and overcoming negative impact.

Unit-7: Public Speaking and Interviewing Strategies: Speech Preparation, Theory of group discussion, Participation in Group discussion, Oral presentation, Power point presentation ,Tips for successful job interview, Do's and don'ts while appearing for interview, Mock interview, Some interview questions, Telephonic interview tips, Resume writing

Evaluation Scheme:

| Exams | Marks | Coverage |
|--------------|------------------|--|
| Test-1 | 15 Marks | Based on Unit-1 & Unit-2 |
| Test-2 | 25 Marks | Based on Unit-3,& Unit-4 and around 30% from coverage of Test-1 |
| Test-3 | 35 Marks | Based on Unit-5 to Unit-7 and around 30% from coverage of Test-2 |
| Assignment | 10 Marks | |
| Tutorials | 5 Marks | |
| Quiz | 5 Marks | |
| Attendance | 5 Marks | |
| Total | 100 Marks | |

Teaching Methodology:

The course will be taught with the aid of lectures, handouts, case studies, Task-based language learning, and comprehensive language learning through language lab.

Learning Resources:

Lecture slides and e-books on ENGLISH (will be added from time to time): Digital copy will be available on the JUET server.

Text Book:

1. K.K. Sinha- Business Communication (Galgotia Publications)

Reference Books:

1. R.C. Bhatia- Business Communication (Ane Books Pvt. Ltd.)
2. P.D. Chaturvedi – Business Communication (Pearson Education, 1st Edition 2006).
3. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application (Tata Mc Graw Hill, 10th Edition)
4. Wren & Martin, High School English Grammar & Composition – S. Chand & Co. Delhi.
5. Raman Meenakshi & Sharma Sangeeta, Technical Communication-Principles & Practice –O.U.P. New Delhi. 2007.
6. Mitra Barum K., Effective Technical Communication – O.U.P. New Delhi. 2006.
7. Better Your English- a Workbook for 1st year Students- Macmillan India, New Delhi.
8. Raymond Murphy, 'Essential English Grammar', Cambridge University Press.