

COMMUNICATION SKILLS-II**Course Code: BCU 241****Credit Units: 01****Total Hours: 10****Course Objectives:**

To understand the different aspects of communication using the four macro skills – LSRW (Listening, Speaking, Reading, Writing)

Prerequisites: NIL

Course Contents / Syllabus:													
1.	Module I Communication			35% Weightage									
	<ul style="list-style-type: none">Process and ImportanceModels of Communication (Linear & Shannon Weaver)Role and PurposeTypes & ChannelsCommunication NetworksPrinciples & Barriers												
2.	Module II Verbal Communication			25% Weightage									
	Oral Communication: Forms, Advantages & Disadvantages Written Communication: Forms, Advantages & Disadvantages Introduction of Communication Skills (Listening, Speaking, Reading, Writing)												
3.	Module III Non-Verbal Communication			30% Weightage									
	<ul style="list-style-type: none">Principles & Significance of Nonverbal CommunicationKOPPACT (Kinesics, Oculistics, Proxemics, Para-Language, Artifacts, Chronemics, Tactilics)Visible Code												
4.	Module IV : Prose			10% Weightage									
	TEXT: APJ Abdul Kalam and Arun Tiwari. <i>Wings of Fire: An Autobiography</i> , Universities Press, 2011 Comprehension Questions will be set in the End-Semester Exam												
5.	Student Learning Outcomes: The students should be able to : <ul style="list-style-type: none">Apply Verbal and Non-Verbal Communication Techniques in the Professional Environment												
6.	Pedagogy for Course Delivery: <ul style="list-style-type: none">ExtemporePresentationsLectures												
7.	Assessment/ Examination Scheme:												
	<table><tr><td>Theory L/T (%)</td><td>Lab/Practical/Studio (%)</td><td colspan="2">End Term Examination</td></tr><tr><td>100%</td><td>NA</td><td colspan="2">50%</td></tr></table>				Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination		100%	NA	50%		
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	100%	NA	50%										
	Theory Assessment (L&T):												
<table><tr><td>Components (Drop down)</td><td>CIE</td><td>Mid Sem</td><td>Attendance</td><td>End Term Examination</td></tr><tr><td>Weightage (%)</td><td>10%</td><td>15%</td><td>5%</td><td>70%</td></tr></table>				Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination	Weightage (%)	10%	15%	5%	70%
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Text: Rosenblum, M. *How to Build Better Vocabulary*, London: Bloomsbury Publication.

Verma, Shalini. *Word Power made Handy*, S. Chand Publications.

High School English Grammar & Composition by Wren & Martin

Reference: K.K.Sinha, *Business Communication*, Galgotia Publishing Company.

Alan Pease : Body Language

Additional Reading: Newspapers and Journals