

**COMMUNICATION SKILLS – IV****Course Code: BCU 441****Credit Units: 01****Total Hours: 10****Course Objective:**

This course is designed to develop the skills of the students in preparing job search artifacts and negotiating their use in GDs and interviews.

**Prerequisites:** NIL

Course Contents / Syllabus:					
1.	<b>Module I      Employment-Related Correspondence</b>				<b>35% Weightage</b>
	<ul style="list-style-type: none"><li>• Resume Writing</li><li>• Covering Letters</li><li>• Follow Up Letters</li></ul>				
2.	<b>Module II      Dynamics of Group Discussion</b>				<b>35% Weightage</b>
	<ul style="list-style-type: none"><li>• Significance of GD</li><li>• Methodology &amp; Guidelines</li></ul>				
3.	<b>Module III      Interviews</b>				<b>20% Weightage</b>
	<ul style="list-style-type: none"><li>• Types &amp; Styles of Interviews</li><li>• Fundamentals of facing Interviews</li><li>• Interview-Frequently Asked Questions</li></ul>				
4.	<b>Module IV Short Stories</b>				<b>10% Weightage</b>
	<ul style="list-style-type: none"><li>• Proof of the Pudding - O. Henry</li><li>• “The Lottery” 1948 – Shirley Jackson</li><li>• The Eyes Have it- Ruskin Bond</li><li>• Kallu- Ismat Chughtai</li></ul> <p>All the four stories will be discussed in one class. One Long Question will be set in the Exam from the Text.</p>				
5.	<b>Student Learning Outcomes:</b>				
	<ul style="list-style-type: none"><li>• Develop a resume for oneself</li><li>• Ability to handle the interview process confidently</li><li>• Learn the subtle nuances of an effective group discussion</li></ul>				
6.	<b>Pedagogy for Course Delivery:</b>				
	<ul style="list-style-type: none"><li>• Workshop</li><li>• Group Discussions</li><li>• Presentations</li><li>• Lectures</li></ul>				
7.	<b>Assessment/ Examination Scheme:</b>				
	Theory L/T (%)		Lab/Practical/Studio (%)		End Term Examination
	100%		NA		70%
	<b>Theory Assessment (L&amp;T):</b>				
	Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination
Weightage (%)	10%	15%	5%	70%	

**Text:** Sharma, R.C. & Krishna Mohan. *Business Correspondence and Report Writing: A Practical approach to Business & Technical Communication*, New Delhi: Tata McGraw Hill & Co. Ltd., 2002.

Rai, Urmila & S.M. Rai. *Business Communication*, Mumbai: Himalaya Publishing House, 2002.

Rizvi, M.Ashraf. *Effective Technical Communication*, New Delhi: Tata McGraw Hill, 2007.

Reference: Brusaw, Charles T., Gerald J. Alred & Walter E. Oliu. *The Business Writer's Companion*, Bedford: St. Martin's Press, 2010.

Lewis, Norman. *How to Read Better and Faster*. New Delhi: Binny Publishing House.

- Additional Reading: Newspapers and Journals**