

HOURS PER WEEK			CREDITS			MAXIMUM MARKS				
T	P	Tu	T	P	Tu	THEORY		PRACTICAL		TOTAL MARKS
						CW	END SEM	SW	END SEM	
2	-	1	3	-	-	30	70	-	-	100

PRE-REQUISITE:

The student must possess basic knowledge of English Grammar and basic ability to read, write and speak English language

COURSE OBJECTIVES:

The objective of this course is to enable the students to recognize the relationship of effective communication skills to succeed in academic, work and social environments and to develop both written and oral communication skills to comprehend and produce clear, complete and accurate messages. This course also intends to impart business correspondence and improve English phonetics enabling the students to speak and write English correctly and with confidence.

COURSE OUTCOMES:

After successful completion of the course, *students will be able to:*

- CO1: Communicate effectively with good interpersonal skills; speak in public, engage the audience, make an effective presentation using Power-Point and tackle group discussion.
- CO2: Speak English with clarity using correct pronunciation and accent in all situations
- CO3: Comprehend a particular piece of information, absorb what is read or told and hone the art of condensation. Also reproduce messages and technical descriptions.
- CO4: Construct well-written engineering reports after logical analysis of data with precision. Also use techniques of referencing and citations; presenting equations; diagrams and data; and using language and tenses correctly in such documents.
- CO5: Produce clear, complete, concise, concrete and precise messages in day to day business transactions while drafting applications and E-Mails.

COURSE CONTENT:**UNIT I: Communication Skills**

- (i) Meaning & Process
- (ii) Significance of Effective communication.
- (iii) Presentation Strategies: Techniques of Oral Presentations, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium. Power Point Presentation (audio-visual).
- (iv) Group Discussion.

UNIT II: Application of Linguistic Ability

- (a) English IPA (Types of speech sounds.)
- (b) Monophthongs
- (c) Diphthongs.
- (d) Consonants.
- (e) Phonetic Transcription

UNIT III: Writing Skills:

- (i) Reading and Comprehension (of branch specific texts)
- (ii) Essay and Article Writing on academic topics
- (iii) Précis; point-making technique
- (v) Technical description of engineering equipments and their working

UNIT IV: Academic Writing and Technical Report Writing:

- (i) Features & Principles of Technical Report
- (ii) Structure & Format of Technical Report
- (iii) Samples & Models for practice

UNIT V: Business Correspondence

- (i) Business letters
- (ii) Structure & Layout of Business letters – Standard Fully Block Style
- (iii) Types of Letters: Job Application, and other Business letters: Letters of enquiry and Quotations
- (iv) E-Mail Etiquette

ASSESSMENT: Through End-Sem. Theory Exam, Theory sessionals, Mid-Sem Tests, Assignments, End-Sem. Practical Exam, Practical sessional, quizzes, and presentations.

BOOKS RECOMMENDED:

1. Sharma, R.C. and Krishna Mohan, *Business Correspondence and Report Writing*, New Delhi: Tata McGraw-Hill, 2009.
2. Raman, Meenakshi and Sangeeta Sharma, *Technical Communication*, New Delhi: Oxford Univ. Press, 2011.
3. Kapoor A.N., *Business Letters for Different Occasions*, New Delhi: S. Chand & Co. Pvt. Ltd., 2012.
4. Thomson, A.J. and A.V.Martinent, *A Practical English Grammar*, New Delhi: Oxford University Press, 1986.

REFERENCES RECOMMENDED:

1. Lesikar, Petlit, and Flatley, *Lesikar's Basic Business Communication*, New Delhi: Tata McGraw-Hill, 1999.
2. Bhatia, R.C., *Business Communication*, New Delhi: Ane Books Pvt. Ltd., 2012.
3. Magan, Sangeeta, *Business Communication*, New Delhi: Biztantra Publications, 2010.