

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration
Course Code	:	1BCS01
Course Title	:	Basic Communication Skills
Type of Course	:	Ability Enhancement (AE)
Year of Introduction	:	2023-24

Prerequisite	:	Knowledge of basic English
Course Objective	:	<p>Understand of the fundamental elements of communication in English language. Know and understand different practices of verbal and non-verbal communication with inputs to improve basic language skills. Students are expected to be better equipped in the following areas:</p> <p>Listening: Understanding basic content in lectures and common everyday situations</p> <p>Speaking: Correct expression in the English language at a basic level</p> <p>Reading: Understanding, retaining, and critically analyzing technical/non-technical content</p> <p>Writing: Using appropriate vocabulary, grammar, effective paragraph construction, writing in day-to-day scenarios, including digital platforms</p>
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Enables students to develop a strong foundation in English grammar, including the understanding of phonetic sounds, vocabulary building, and word formation processes.
	CO2	Students will be able to demonstrate proficiency in using proper prepositions and understanding subject-verb agreement, leading to improved accuracy in their written and spoken English.
	CO3	Students will enhance their critical thinking and communication skills through activities such as book reviews, speech and spoken exchanges, and role plays fostering creativity and effective expression.
	CO4	Enables students to develop effective listening skills, including overcoming accent difficulties and understanding the psychology of a listener, leading to improved comprehension of speakers.
	CO5	Enables students to acquire effective reading strategies and practice reading comprehension exercises, enabling them to become proficient and efficient readers.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
2	0	0	C	SEE	CIA	SEE	CIA	
			2	50	25	0	0	75

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with CO
1	Ice breaking Activity This activity will help students connect with each other and work as a team. Students will be asked to introduce their new friend in the class, building strong bonds between classmates and breaking the ice. This activity encourages communication and socialization skills while fostering a positive classroom environment.	2	5%	CO3
2	Phonetics: IPA Introduction Phonic Sounds Pronunciation Practice including transcription	2	5%	CO1
3	Vocabulary Building & Word Formation Process: Compounding, clipping, blending, derivation, creative respelling, coining and borrowing. Prefixes & suffixes, synonyms & antonyms, standard abbreviations	4	10%	CO1
4	Mime Activity: Usage of Preposition: Students will learn to use proper prepositions by active participation in the activity.	2	5%	CO2
5	Nouns and Pronouns: The class focuses on types of nouns, pronouns, their usages, It aims to build a strong base on the main part of speech in English Grammar. This is achieved through various exercises and activities.	2	5%	CO1
6	Determiners and Articles: Students are taught the difference between commonly mistaken determiners. The use of articles enables students to enhance the basic knowledge they possess. Subject-Verb Agreement:	2	10%	CO2

	Subject-Verb Agreement plays a major role in helping speakers of the English language use the language correctly. It is one of the most fundamental rules in English, and often the subject of aptitude questions. Students are trained on it with interesting examples and drills.			
7	Book Review: The learners will identify the central idea of the book, author's style and approach towards the book. This will enable the learners to express their point of view and hone their creativity and writing skills.	2	10%	CO3
8	Speech and spoken Exchanges; Extempore: Students will learn the correct usage of spoken language as different from the written form. It will help the students in extempore speech. This will be done by making the students give variety of impromptu speeches in front of the class: 1 minute talk on simple topics. To change the average speakers in the class to some of the best Orator.	2	10%	CO3
9	Speaking Activity: Role play Role Play activity topic gears towards making students do role play based on various scenarios. It involves giving them a scenario and asking them to further develop the idea in a very interesting manner, then going on to enact it.	2	5%	CO3
10	Lifeboat: This is a modern-day spin on the classic activity named Shipwreck. It aims to improve students' convincing skills.	2	0%	CO3
11	Picture Connector: In this class the students will be trained to form logical connections between a set of pictures which will be shared with them. This geared towards building creativity and presentation skills.	2	10%	CO2
	Tourism Pitch: Students are taught the art of making a marketing pitch based on scenarios provided to them. Thereby, their presentation and communication skills are enhanced.	2	5%	CO3
13	Crazy Scientist: The students will be taught the importance of invention and innovation using some examples that changed the world the way it worked.	2	10%	CO3
14	Listening skills: This class focuses on training students how to actively listen, How to understand the difficulties and psychology of a listener while communicating,	2	10%	CO4 & CO5

How to overcome accent difficulties while listening to speakers of foreign origin. This is done in an interactive way filled with activities. Reading Skills: The art of effective reading and its various strategies to be taught to the learners and practice exercises be given on reading comprehension.				
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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	15	15	15	15	20	20

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Major Equipment/ Instruments and Software Required

Sr. No.	Name of Major Equipment/ Instruments and Software
1	Language lab (with computers)
2	Software Wordworth

Suggested Learning Websites

Sr. No.	Name of Website
1	http://www.englishexercise.org/makeagame/
2	http://www.learnloud.com/content/blogs
3	http://www.agendaweb.org/listening/audio-books.html
4	http://www.bbc.co.uk/worldservice/learningenglishgrammar/pron/sounds/
5	http://www.agentaweb.org/listening/audio-bools.html
6	http://www.grammarbook.com
7	http://www.tatamcgrawhill.com
8	http://www.cambridgeenglishonline.com/phonetic_focus/
9	http://www.wesolcourses.com/contet/topicmenu/listening
10	http://www.audio-bools.html
11	http://www.unhcr.org/afr/news/stories/2017/6/5941561f4/forceddisplacement-worldwide-its-highest-decadeshtml

Reference Books

Sr. No.	Name of Reference Books
1	The necklace, Guy de Maupassant, The Dramatic Publishing company Books,1965.
2	The Monkey's Paw, W. W. Jacobs, Perfection Learning, 1979.
3	English for Engineers and Technologists (combined Edition, Vol.1 and 2), Orient Black swan, 2006.
4	The King's speech (Movie), 2010.
5	Life od Pie (Movie), 2012.
6	A communicative Grammar of English, Geoffrey Leech and Prof Jan Svartvik Pearson Publication, 2013.
7	Wren and Martin High school English Grammar and composition, revised by N.D.V. Prasad Rao, S. Chandra Publishing, 2017.
8	Grammar is use Intermediate with answers, Raymond Murphy, Cambridge University Press, 2019.
9	How to survive the 21th century, Yuval Harari,2020.
10	Michael Swan Basic English Usage Oxford University Press 1984
11	Rodney Huddleson and Geoffrey K. Pullum A Student's Introduction to English Grammar Cambridge University Press 2005
12	P. N. Gopalkrishnan Book of Nouns Authors press 3 Michael Swan Basic English Usage Oxford University Press 1984
13	P. N. Gopalkrishnan Book of Adjectives Authors press