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| Name of Faculty | : | Faculty of Design |
| Name of Program | : | Diploma in Design(D.Des.) |
| Course Code | : | 2DAC01 |
| Course Title | : | Advance Communication Skills |
| Type of Course | : | Ability Enhancement (AE) |
| Year of Introduction | : | 2023-24 |

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|-------------------------|-----|--|
| Prerequisite | : | -- |
| Course Objective | : | The objective of this paper is to impart advanced communication skills that include problem solving skills, team work and Career development skills. |
| Course Outcomes | : | At the end of this course, students will be able to: |
| | CO1 | Develop verbal and non-verbal communication skills |
| | CO2 | Apply speaking skills for group discussion, personal interview and seminar presentation Develop skills of preparing technical material, research paper and dissertation. |
| | CO3 | Remember the skills involved in public speaking |
| | CO4 | Understand the ways of approaching the language and soft skills acquisition. |
| | CO5 | Shape their personality and communication in a better way to express effectively and impress their audience |
| | CO6 | understand difference between formal and functional English. use English in daily life, communicate thoughts, be an efficient Listener, be an efficient speaker, sharpen reading skills, improve writing skills. |

Teaching and Examination Scheme

| Teaching Scheme (Contact Hours) | | | Credits | Examination Marks | | | | |
|---------------------------------|-----|-----|---------|-------------------|----|-----------------|---|-------------|
| L | T | P | | Theory Marks | | Practical Marks | | Total Marks |
| SEE | CIA | SEE | CIA | | | | | |
| 2 | 0 | 0 | 2 | 70 | 30 | 0 | 0 | 100 |

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 | Communication An Introduction, Definition, Nature and Scope of Communication, Importance and Purpose of Communication, Process of Communication, Types of Communication cycle, flows of Communication, barriers to communication. Non-verbal Communication and Cross-cultural communication | 4 | 20% | CO1 CO2 |
| 2 | Listening Skills Types of listening, Barriers to effective listening, tips to improve listening skills Purpose of Listening, Listening to Conversation (Formal and Informal), Active Listening- an Effective Listening Skill, Benefits of Effective Listening, Barriers to Listening, Listening to Announcements- (railway/ bus stations/ airport /sports announcement/ commentaries etc.) Academic Listening (Listening to Lectures), Listening to Talks and Presentations, Note Taking Tip | 5 | 20% | CO3 CO4 |
| 3 | Speaking Skills Group Discussion, Personal Interview, Seminar Presentation Qualities of a Good Leader, Leadership Styles, Decision Making, Intrapersonal skills, Interpersonal skills, Problem solving, Critical thinking, Negotiation skills | 5 | 20% | CO4 |
| 4 | Academic Writing Importance of academic writing; Basic rules of academic writing, English in academic writing; Styles of research writing, Literature review: Introduction, Source of literature; Process of literature review; Summarizing technical material, Referencing and citation; Submission and; Post submission, Tools for the detection of plagiarism; Avoiding plagiarism; Journal and author metrics, The Sentence - The Phrase - Kinds of Sentences - Parts of Sentence - Parts of Speech - Types of Sentences - Construction of Paragraph - Linkage and Cohesion - Academic Essay Writing, Report, letter, proposal writing | 5 | 20% | CO4 CO5 CO6 |
| 5 | Effective Writing-I Elements of Effective Writing (What is Writing? The Sentence, Phrases and Clauses, Types of Sentences Importance of Punctuation, Strategies to develop Paragraphs, Paragraph writing by comprehending pictures, map, tables, and authentic material, expressing like, | 5 | 15% | CO4 CO5 CO6 |

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|---|---|---|-----|-------------------|
| | dislikes, experiences, Narrating stories, incidents, Writing short letters | | | |
| 6 | Effective Writing-II, Main Forms of Written Communication, Paragraph Writing (Linkage and Cohesion), Letter Writing (formal and informal), Essay writing, Notices, Summarising, Précis Writing, Note-making for Newspaper, Magazines, Books, Personality Development Delivering Short Discourses: About oneself, describing a Place, Person, Object, Describing a Picture, Photo. | 6 | 15% | CO4 CO5 CO6 |

| Suggested Distribution of Theory Marks Using Bloom's Taxonomy | | | | | | |
|---|-------------|---------------|-------------|---------|----------|--------|
| Level | Remembrance | Understanding | Application | Analyse | Evaluate | Create |
| Weightage | 10 | 20 | 20 | 20 | 20 | 10 |

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.

Suggested Learning Websites

| Sr. No. | Name of Website |
|---------|---|
| 1 | http://www.readanybook.com/general/literature-15 |
| 2 | http://www.readcentral.com/general/communication |
| 3 | http://www.pagebypagebools.com/title.html |
| 4 | http://www.read.gov/books |
| 5 | http://www.readbookline.net/prize/nobel-3/puliyzer-2 |
| 6 | http://www.grammarbank.com |
| 7 | http://www.readtheory.org/ |
| 8 | http://www.ielts-useful-tips.com/reading-exercise.html |
| 9 | http://www.learnenglishlisteeens,britishcouncil,org/skills/reading-skills-practice |
| 10 | http://www.learninglishteenstore.net/ |
| 11 | http://www.bbc.co.uk/woldservice/learningenglish/general/ |

Reference Books

| Sr. No. | Name of Reference Books |
|---------|---|
| 1 | Rutherford A. J., <i>Basic Communication Skills for Technology</i> , Person Education |
| 2 | Gerson S. J., <i>Technical Writing Process and Product</i> , Person Education - |
| 3 | <i>Communication Skills</i> Parul Popat & Kaushal Kotadia Pearson, 2015 |
| 4 | <i>Functional English for Communication</i> Ujjwala Kakaria, Tanu Gupta Sage Publications |
| 5 | <i>Communication Skills for Engineers</i> Sunita Mishra Pearson, 2011 |
| 6 | Title Author/s Publication <i>Communication Skills</i> , 2nd Edition Sanjay Kumar, Pushp Lata Oxford University Press, 2015 |
| 7 | <i>Intermediate English Grammar</i> Raymond Murphy, Pub: Foundation Books, New Delhi |
| 8 | <i>Eng. Grammar, usage & Composition</i> Tickoo & Subramanian Pub: S. Chand and Co. |



SIGMA
UNIVERSITY
—VADODARA—

Faculty of Design
Diploma in Design(D.Des.)
(W. E. F.: 2023-24)
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| 9 | Living Eng. Structure Stannard Alien. Pub: Longman |
| 10 | A Practical Eng. Grammar Thomson and Martinet. (and its Exercise Books) Pub : ELBS |
| 11 | High School English Grammar Wren & Martin. and Composition. |