

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS)
9-5-81, Ibrahimbagh, Hyderabad-500031, Telangana State
DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

SKILL DEVELOPMENT COURSE-1

M.E. SEMESTER-I
COMMUNICATION SKILLS IN ENGLISH

Instruction : 1 hour	CIE : 30	Course Code : P19HS110EH
Credits : 1	SEE : 40	Duration of Semester End Exam : 2 hours
Course Objective: The main objective of the Skill Development Course curriculum is to involve content for all the above mentioned four skills in teaching English and to get students proficient in both receptive and productive skills		Course Outcome: The students will be able to: <ol style="list-style-type: none"> 1. make effective presentations 2. successfully attempt Versant, AMCAT and secure better placements 3. perform better in Interviews

Unit I Remedial English: Delightful Descriptions:
Describing Past, Present and Future Events.

Unit II Developing Conversational Skills – Exchange of pleasantries, Exchange facts and opinions, Using relevant vocabulary.

UNIT III Contextual Conversations: Ask for Information, Give Information, Convey bad news, show appreciation.

UNIT IV Business English: Professional Communication:
Concise Cogent Communication, Active Listening, Interact, Interpret and Respond. **Expositions and Discussions:** Organization, Key Points, Differing Opinions, Logical conclusions. **Effective Writing Skills:** Structure, Rough Draft, Improvisations and Final Draft for Emails, paragraphs and Essays. **High Impact Presentations:** Structure, Content, Review, Delivery

Unit V Industry Orientation and Interview Preparation Interview Preparation– Fundamental Principles of Interviewing, Resume Preparation, Types of Interviews, General Preparations for an Interview. Corporate Survival skills: Personal accountability, Goal Setting, Business Etiquette, Team Work

Sum
17/2/2020

Shubhi
17/2/2020

Shubhi
17 Feb 2020

Shubhi
17/2/2020

Shubhi
17/2/2020

Shubhi
17.20.20

SUGGESTED READINGS:

1. Business Communication, by Hory Shankar Mukerjee, Oxford/2013
2. Managing Soft Skills for Personality Development by B.N.Gosh, Tata McGraw-Hill/2012
3. Personality Development & Soft Skills by Barun K Mitra, Oxford/2011
4. Murphy, Herta A., Hildebrandt, Herbert W., & Thomas, Jane P., (2008) "Effective Business Communication", Seventh Edition, Tata McGraw Hill, New Delhi
5. Locker, Kitty O., Kaczmarek, Stephen Kyo, (2007), "Business Communication – Building Critical Skills", Tata McGraw Hill, New Delhi
6. Lesikar, Raymond V., & Flatley, Marie E., (2005) "Basic Business Communication – Skills for Empowering the Internet Generation", Tenth Edition, Tata McGraw Hill, New Delhi
7. Raman M., & Singh, P., (2006) "Business Communication", Oxford University Press, New Delhi.

Journals / Magazines:

1. Journal of Business Communication, Sage publications
2. Management Education, Mumbai

Websites:

www.mindtools.com

www.bcr.com

Sam
17/2/2020

Shilpi
17 Feb 2020

Shilpi
17/2/2020

Shilpi
17/2/2020

Shilpi
17-2-20