



B. COM. SEMESTER I
SKILL ENHANCEMENT COURSE

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| Course Code | UB01SECOM04 | Title of the Course | COMMUNICATION SKILLS I |
| Total Credits of the Course | 02 | Hours per Week | 02 |

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| Course Objective: | The paper is designed to enhance the communicative skills of the students. It focuses on some theories and detailed tips to improve usage of language effectively. |
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| Course Content | | |
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| Unit | Description | Weightage* (%) |
| 1. | Basics of Communication: Process, Levels and Visual Aids | 25 |
| 2. | Barriers to Communication: Introduction, Noise, Classifications of Barriers | 25 |
| 3. | Active Listening: Reasons for poor listening, Traits of a good listener, Barriers to effective listening, Listening for general content and specific information | 25 |
| 4. | Effective Speaking: Basic sounds of English, Word stress, Intonation, Achieving confidence, clarity and fluency | 25 |

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| Teaching-Learning Methodology | Direct Teaching Method, ICT enabled Teaching, Q&A sessions, Problem Solving Activities, Collaborative & Co-operative Learning, Project, Class Seminar. |
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| Evaluation Pattern | | |
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| Sr. No. | Details of the Evaluation | Weightage |
| 1. | Semester-end Exam at college level (50 Marks) | 100% |

| Course Outcomes: Having completed this course, the learner will be able to... | |
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| 1. | equip with effective communicative strategies. |
| 2. | build up self esteem and confidence as a genuine language user. |
| 3. | develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts. |

| Suggested References: | |
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| Sr. No. | References |
| 1. | Business Communication: Techniques and Methods by. Om P. Juneja and Aarti Mujumdar, Orient Blackswan |
| 2. | Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, OUP |
| On-line Resources | |
| http://nptel.ac.in/course.php | |

