

**VASAVI COLLEGE OF ENGINEERING (Autonomous)**  
IBRAHIMBAGH, HYDERABAD – 500 031

**DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES**

Course Name: **COMMUNICATION SKILLS IN ENGLISH**

**SKILL DEVELOPMENT COURSE-1**

**M.E. SEMESTER-I**

L : T : P (Hrs/Week) : 1	SEE Marks : 40	Course Code: P23HS110EH
Credits: 1	CIE Marks : 30	Duration of SEE : Hours : 02

<b>COURSE OBJECTIVES</b> <b>This course will enable the students to:</b>	<b>COURSE OUTCOMES</b> <b>On completion of the course the students will be able to:</b>
1. involve in the content for all the above mentioned four skills in teaching English and to get students proficient in both receptive and productive skills	<ol style="list-style-type: none"> <li>1. Make effective presentations</li> <li>2. Successfully attempt Versant, AMCAT and secure better placements</li> <li>3. Perform better in Interviews</li> </ol>

**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

**Learning Resources:**

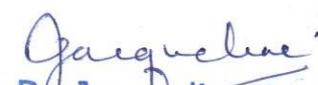
1. Business Communication, by Hory Shankar Mukerjee, Oxford/2013
2. Managing Soft Skills for Personality Development by B.N.Gosh, Tata McGraw-Hill/ 2012
3. Personality Development & Soft Skills by Barun K Mitra, Oxford/2011
4. Murphy, Herta A., Hildebrandt, Herbert W., & Thomas, Jane P., (2008) "Effective 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](http://www.mindtools.com)  
[www.bcr.com](http://www.bcr.com)

  
**Dr. Jacqueline Amaral**  
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The break-up of marks for CIE :  
Internal Tests ( ) ; Quiz Tests ( ) + Assignments ( )

1. No. of Internal Tests	:	<input type="text" value="1"/>	Max. Marks for each Internal Tests :	<input type="text" value="20"/>
2. No. of Assignments	:	<input type="text" value="2"/>	Max. Marks for each Assignments :	<input type="text" value="5"/>
3. No. of Quizzes	:	<input type="text" value="2"/>	Max. Marks for each Quiz Tests	<input type="text" value="5"/>
Duration of Internal Tests	:	90 minutes		

*Jacqueline*  
Dr Jacqueline Amaral  
Head-HSS&BoS Chairman—VCE

*JH*  
Dr. Joy Anuradha  
Centre for English Language Studies  
University of Hyderabad

Members-HSS, VCE  
Dr.G.Meena  
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Prof. B. Vijaya  
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Arts College-OU

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Mr. Joy Hans  
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Divisional Head-Toastmasters  
Hyderabad

*Sapamdey*  
for  
Ms. Vathsala.Narasimman  
Director - Delivery  
Talent Sprint