

**KADI SARVA
VISHWAVIDYALAYA,
GANDHINAGAR**



**B.Sc. Curriculum as Per NEP
Ability Enhancement Course for Semester 2**

W.E.F. June 2023

Ability Enhancement Course (Semester 2)

AEC204-1C COMMUNICATION SKILLS

Rationale:

The course has been designed in order to focus the conceptual clarity into the process of communication as well usage-oriented learning of those concepts.

Learning Outcomes:

The student will be able to learn:

- Basic concepts of the communication process.
- Elements enhancing effective communication.
- Various skills involved during communication.
- Oral and written communication in practice.
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Teaching and Evaluation Scheme:

Subject Code	Subject Title	Teaching Scheme		Credits	Examination Scheme			Total Marks
		Theory hrs Per Week	Practical hrs Per Week		Hrs.	Max Marks		
						Mid Term	End Term	
<u>AEC204-1C</u>	Communication Skills	2	0	2	2	25	25	50

Course Content:

Unit I

[Weightage=30% approx., Lectures=07]

Fundamentals of Communication : Meaning of communication, Process of Communication, 7 C's of Communication, Barriers to Effective Communication: interpersonal, intrapersonal and organizational barriers, Listening: difference between hearing and listening, importance of listening in communication, reasons for poor listening, active VS passive listening, types and barriers to listening.

Unit II

[Weightage=30% approx., Lectures=11]

Types of Communication: Verbal Communication–Oral and written communication, its advantages and disadvantages, Forms of Non-verbal Communication: Kinesics, proxemics, Chronemics and paralanguage.

Speaking skills: Telephonic Skills, Do's and Don'ts of Telephonic skills, etiquettes.



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Conversations: purposes of general conversation, features of a good conversation, tips for improvement, 3 samples and points to observe.

Reading comprehension: Purpose, reasons for poor comprehension, ways to improve them, techniques for good comprehension.

Unit III

[Weightage=40% approx., Lectures=12]

Professional Communication in Practice

Presentation skills: Defining Purpose, analyzing audience and locale, organizing content, preparing outline, visual aids, mode of delivery, body language.

Group discussion: organizational (three techniques) as a part of selection process (Characteristics, evaluation components, tips).

Email writing: reasons for popularity, common pitfalls, guiding principles, common etiquettes.

Meetings: purpose, preparation, notices, agenda and minutes.

Reference Books:

- Business Communication by: Meenakshi Raman & Sangeeta Sharma, Oxford University Press Publication.
- Effective Technical Communication by: M Ashraf Rizvi, MC Graw Hill Publication.
- Communicative English by: Prakash Khuman, Bhupesh Gupta (Books India Publications).
- Communication Skills by: Sanjay Kumar and Pushpa Lata, Oxford University Press Publication.