

FACULTY OF LANGUAGES

SYLLABUS of Communication Skills in English for

**M.Sc. (Fashion Designing& Merchandising)
(Semester I)**

(Under Continuous Evaluation System)

Session: 2021-22



**The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Kanya Maha Vidyalaya, Jalandhar(Autonomous)

SCHEME OF STUDY AND EXAMINATION OF TWO YEAR DEGREE PROGRAMME
M.Sc. Fashion Designing and Merchandising
Session-2021-22

Communication Skills in English

M.Sc. Fashion Designing and Merchandising Semester-I							
Course Name.	Programme Name	Course Code	Course Type	Max Marks			Examination time (in Hours)
				Total	Ext.	CA	
Communication Skills in English	M.Sc. Fashion Designing and Merchandising	MFDM-1236	C	75	40	20	15 3hours (Theory) + 3hour (Practical)

C - Compulsory

M.Sc. Fashion Designing and Merchandising(Semester-I)

Session-2021-22

(Theory)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-1236

Total Marks: 75

Examination Time: 3 Hrs

Theory: 40

Practical:20

CA: 15

Instructions for the Examiner:

- Question paper will have four sections.
- Examiner will set a total of 8 questions, two questions in each section corresponding to each unit of the syllabus.
- Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section.
- All questions carry equal marks. **(5x8=40)**

Unit - I

Introduction: Basic Communication, Basic forms of Communication, principles / Concepts of effective Communication

Unit - II

Reading Skills: Model of Reading to learn – Reading tactics and strategies; Reading Purpose- Kinds of purpose and associated comprehension. Reading outcomes: Paraphrasing / Précis – writing and Summary writing.

Unit - III

Letter – Writing: Writing styles and formatting of letters, business letters, request letters, good news and bad news letters, Persuasive letters, sales letters, collection letters etc.

Unit - IV

Article Writing on Issues Related to Fashion, Style and Design: How to begin, the topic sentence and the controlling idea, structure, coherence, descriptive writing techniques and critical appreciation.

Books Recommended:

1. John Seely: *Oxford Guide to Effective Writing and Speaking* OUP
2. Geetha Nagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006
3. *A Course in Listening and Speaking I* by V. Sasikumar etal, Foundation Books.
4. *English Phonetics and Phonology* by Peter Roach, Cambridge University Press.
5. *Advance learner's Dictionary* (New Edition).
6. *English Pronouncing Dictionary*, By Daniel Jones, Cambridge University Press.

M.Sc. Fashion Designing and Merchandising (Semester-I)

Session-2021-22

(Practical)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-1236

Examination Time: 3 hrs

Marks: 20

Instructions for the Examiner:

The Examiner will test pronunciation of the examinees by giving them oral exercises on Word-Stress and connected speech. The examiner will test the listening skills of the examinees by playing a recorded cassette or by reading out a passage himself / herself and asking questions. He /she may also ask the examinees to take notes.

Pronunciation - 5 marks

Word Stress- 5 marks

Listening Comprehension – 5marks

Note Taking – 5 marks

For Practical:

Pronunciation- Introduction of English sounds and their symbols, word- stress features of connected speech – Rhythm, Assimilation, Elision, Linking

Listening Skills

Principles of effective Listening, factors effecting Listening

- Listening to T.V. News / Audio Cassettes
- Note – Taking.

FACULTY OF LANGUAGES

SYLLABUS of Communication Skills in English for

**M.Sc. (Fashion Designing & Merchandising)
(Semester IV)**

(Under Continuous Evaluation System)

Session: 2021-22



**The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)
Scheme of Studies and Examination**

Communication Skills in English

Semester IV								
Course Name	Program Name	Course Code	Course Type	Marks			CA	Examination time (in Hours)
				Total	Ext.	CA		
					L	P		
Communication Skills in English (Theory + Practical)	M.Sc. (FD)	MFDM-4232	C	75	40	20	15	3 (Theory) + 3 (Practical)

C - Compulsory

SEMESTER IV

MFDM-4232: COMMUNICATION SKILLS IN ENGLISH

COURSE OUTCOMES

CO1: It will help students to draft professional documents and reports both in audio – visual form and written form

CO2: It will enable the students to improve their speaking skills and will help them to converse in specific situations like a job interview/group discussion

CO3: Use different fashion terms in English with ease and confidence

CO3: It will make the students capable of presenting themselves well during a job interview

CO4: Practice of spoken English will enable the students to speak more accurately and confidently during group discussion

SEMESTER IV
COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-4232

Time: 3 Hours

Total Marks: 75

Theory: 40

Practical: 20

Continuous Assessment: 15

Instructions for the Paper setter:

There will be four sections, namely A, B, C and D. Questions in Section-C (Unit-III) maybe sub-divided into parts (not exceeding four). The examinee will attempt one question from each unit. All questions will have internal choice and will carry equal marks.

Unit – I

Introduction to Video Communication and Conferencing. Application of Video Conferencing in business management and marketing. **(1x10=10)**

Unit-II

Report Writing: Technical report – style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision. **(1x10=10)**

Unit – III

Modern Forms of Communication: E-mails, Fax, Advertisements, Tender notices, Auction Notices, Public Notices.

Fashion Terms : Pliable, Psychedelic, Vogue, Beau (boh) (Pl. beaux), Retro, Queen size, Rag Business/ Rag Trade, Private label/ Private label brand, Merchandise, Art Deco print, Art Noveau, Print, Dandy and others.

(1x10=10)

Unit – IV

Resume – Writing and Job Applications. **(1x10=10)**

Instructions to the Examiner for Practical/ Oral Exam:

Oral presentation with /without audio visual aids on a topic already prepared by the examinee. **(10 Marks)**

- Written Presentation / Preparation **(5 Marks)**
- Extempore
Topic will be given five minutes before the speech. Topic will be related to Fashion Designing.
- Group Discussion **(5 Marks)**

For Practical:

Speaking Skills: Components of an effective talk/ Presentation, Planning and Organising content for a talk/ Presentation, use of Visual aids, effective speaking skills, discussion skills,

Personality Development

Teamwork, Group Discussion, Public speaking, Interview skills, Telephone etiquettes, Attitude Interpersonal skills, Body language.

Books Recommended

- John Silly: *Oxford Guide to Effective Writing and Speaking* OUP.
- M. Raman, *Technical Communication* OUP.
- Geetha Nagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006
- V. Sasi Kumar – *A Course in Listening and Speaking*
- *Video Communication* by James R. Wilcox and David K. Gibson – CMP Books, CMP Media. Inc. 600 Harrison, San Francisco CA 94107USA E Book
- E-Book *Video Conferencing Hardware and Software Market* IGI Consulting, Inc. 214, Harvad Avenue Boston MA 02134 USA.