

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	
					L	P		
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

Examination Time: 3 Hrs

Total Marks: 75

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 et al, 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				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) may be 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 Nouveau, 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, Harvard Avenue Boston MA 02134 USA.