

FACULTY OF LANGUAGES
SYLLABUS
OF
Communication Skills in English
for

(12+3 System of Education)

BACHELOR OF VOCATION (RETAIL MANAGEMENT) / BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH)/ BACHELOR OF VOCATION (BEAUTY & WELLNESS) /BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM)
(Semester I)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2023-24



The Heritage Institution
KANYA MAHA VIDYALAYA JALANDHAR
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME OF STUDY AND EXAMINATION OF THREE YEAR DEGREE PROGRAMME

BACHELOR OF VOCATION (RETAIL MANAGEMENT) / BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH)/ BACHELOR OF VOCATION (BEAUTY & WELLNESS)/ BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM)
(Semester I)

Session-2023-24

Communication Skills in English

BACHELOR OF VOCATION (RETAIL MANAGEMENT)/ BACHELOR OF VOCATION (MANAGEMENT & SECRETARIAL PRACTICES)/ BACHELOR OF VOCATION (ANIMATION)/ BACHELOR OF VOCATION (TEXTILE DESIGN & APPAREL TECHNOLOGY)/ BACHELOR OF VOCATION (NUTRITION EXERCISE & HEALTH)/ BACHELOR OF VOCATION (BEAUTY AND WELLNESS)/ BACHELOR OF VOCATION (ARTIFICIAL INTELLIGENCE AND DATA SCIENCE)/ BACHELOR OF VOCATION (HOSPITALITY AND TOURISM) SEMESTER I

Course Title	Programme Name	Course Code	Course Type	Credits	Hours /week L-T-P	Marks				Examination time (in Hours)
						Total	Ext.		CA	
							L	P		
Communication Skills in English	Bachelor of Vocation (Retail Management)	BVRL-1102	C	4	4	100	80	-	20	3 (Theory)
	Bachelor of Vocation (Management & Secretarial Practices)	BVML-1102								
	Bachelor of Vocation (Animation)	BVAL-1102								
	Bachelor of Vocation (Textile Design & Apparel Technology)	BVTL-1102								
	Bachelor of Vocation (Nutrition Exercise & Health)	BVNL-1102								
	Bachelor of Vocation (Beauty & Wellness)	BVBL-1102								
	Bachelor of Vocation (Artificial Intelligence and Data Science)	BVAI-1102								
	Bachelor of Vocation (Hospitality and Tourism)	BVHL-1102								

C- Compulsory

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(Semester I)

Session 2023-24

COMMUNICATION SKILLS IN ENGLISH

(Theory)

Course Code: BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVAI/BVHL-1102

COURSE OUTCOMES

At the end of this course, the students will develop the following Skills:

CO 1: Reading skills that will facilitate them to become an efficient reader

CO 2: Through reading skills, the students will have an ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

CO 3: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO 4: The skill to use an appropriate style and format in writing letters (formal and informal) and resume, memo, notices, agenda, minutes

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(Semester I)

Session 2023-24

COMMUNICATION SKILLS IN ENGLISH

(Theory)

Course Code: BVRL/BVML/BVAL/BVTL/BVNL/BVBL/BVAI/BVHL-1102

Total Marks: 100

Examination Time: 3 Hrs

Theory: 80

CA: 20

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 16 marks. Each question can be sub divided into two parts.
(16 x 5 = 80)

Section-A: Two questions of theoretical nature will be set from Unit I.

Section-B: Two comprehension passages will be given to the students from Unit II.

Section-C: Two questions will be given from Unit III.

Section-D: Two questions will be set from Unit IV.

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The syllabus is divided in four units as mentioned below:

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes—kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities:

- Formatting personal and business letters.
- Organizing the details in a sequential order

Unit IV

Resume, memo, notices, agenda, minutes, Tips for effective blog writing

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/boards
- Writing blogs

Recommended Books:

- 1)*Oxford Guide to Effective Writing and Speaking* by John Seely.
- 2)*Business Communication*, by Sinha, K.K. Galgotia Publishers, 2003.
- 3)*Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
- 4)*Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).