

FACULTY OF LANGUAGES

SYLLABUS of Communication Skills in English for

**B.Voc. (Retail Mgmt.) / B.Voc. (Mgmt. & Sect. Practices)
(Semester I -II)**

(Under Credit Based Continuous Evaluation Grading System)

Session: 2018-19



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

Scheme of Studies and Examination

Communication Skills in English

Semester I

Course Name	Programme Name	Course Code	Course Type	Hours/week	Credits L-T-P	Marks			Examination time (in Hours)	
						Total	Ext.			CA
							L	P		
Communication Skills in English - I	B.Voc. (Retail Mgmt.)	BVRL-1102	C	4	4-0-0	50	40	-	10	3 (Theory)
	B.Voc. (MSP)	BVML-1102								

Semester II

Course Name.	Programme Name	Course Code	Course Type	Hours/week	Credits L-T-P	Max Marks			Examination time (in Hours)	
						Total	Ext.			CA
							L	P		
Communication Skills in English - II	B.Voc. (Retail Mgmt.)	BVRM-2102	C	4	2-0-1	50	25	15	10	3 (Theory) + 3 (Practical)
	B.Voc. (MSP)	BVMM-2102								

C- Compulsory

SEMESTER I

COMMUNICATION SKILLS IN ENGLISH

Course Code: BVRL/BVML-1102

Course Outcomes

After passing this course the students will develop the following Skills:

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

CO 2: The ability to realise not only language productivity but also the pleasure of being able to articulate well.

CO 3: The power to analyse, interpret and infer the ideas in the text.

CO 4: The ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking.

CO 5: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English.

CO 6: Ability to plan, organise and present ideas coherently on a given topic.

CO 7: The skill to use an appropriate style and format in writing letters (formal and informal.)

SEMESTER I

COMMUNICATION SKILLS IN ENGLISH -I

Course Code: BVRL/BVML-1102

Time: 3 Hours

Credits: 4-0-0

Max. Marks: 50

Theory: 40

Continuous Assessment: 10

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: The question of theoretical nature will be set from Unit I of the syllabus with internal choice and it will consist of 8 marks.

Section-B: Two comprehension passages will be given to the students based on the Unit II and the candidates will have to attempt one carrying 8 marks.

Section-C: Two questions will be given based on the topics given in the Unit III and the candidates will have to attempt one carrying 8 marks.

Section-D: One out of the two questions will have to be attempted by the candidates based on the topics given in Unit IV of the syllabus. It will carry 8 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question may be attempted from any of the four sections. (8 x 5 = 40)

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

**SEMESTER I
COMMUNICATION SKILLS IN ENGLISH -I**

Unit III

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

Activities

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

Unit IV

Resume, memo, notices etc.; outline and revision.

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

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).
5. *English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book* by Raymond Murphy, Cambridge University Press.

SEMESTER II

COMMUNICATION SKILLS IN ENGLISH

Course Code: BVRM/BVMM-2102

Course Outcomes

After passing this course the students will develop the following skills:

CO 1: Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports.

CO 2: Improvement of speaking skills enabling them to converse in a specific situation.

CO 3: Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking.

CO 4: The capability to present themselves well in a job interview.

CO 5: The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one.

CO 6: Speaking skills of the students enabling them to take active part in group discussion and present their own ideas.

CO 7: The capability of narrating events and incidents in a logical sequence.

B.Voc. (Retail Mgmt.) / B.Voc. (Mgmt. & Sect. Practices) (Session 2018-19)

SEMESTER-II

COMMUNICATION SKILLS IN ENGLISH-II

Course Code: BVRM/BVMM-2102

**Time: 3 hours (Theory)
3 hours (Practical)
Credits: 2-0-1**

**Max. Marks: 50
Theory: 25
Practical: 15
Continuous Assessment: 10**

Instructions for the paper setters and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: Two questions with internal choice will be set from Unit I of the syllabus and these questions will be theoretical in nature corresponding to the syllabus of Section-I. Each will carry 5 marks.

Section-B: Two questions with internal choice will be set from Unit II of the syllabus. One will be theoretical and the second will be practical in nature. Each will carry 5 marks.

Section-C: Two questions with internal choice will be set from Unit III of the syllabus and these will be theoretical in nature. Each will carry 5 marks.

Section-D: Two questions with internal choice will be set from Unit IV of the syllabus. One question will be theoretical in nature and the other will be practical in nature (based on phonetic transcription and stress). Each will carry 5 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question may be attempted from any of the four sections. (5 x 5 = 25)

PRACTICAL / ORAL TESTING

Time: 3 hours

Marks: 15

Course Contents:

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

SEMESTER-II

COMMUNICATION SKILLS IN ENGLISH-II

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

Unit III

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

- Activities:**
- 1) Making conversation and taking turns
 - 2) Oral description or explanation of a common object, situation or concept

Unit IV

The study of sounds of English, stress
Situation based Conversation in English
Essentials of Spoken English

Activities: Giving Interviews

SEMESTER-II

COMMUNICATION SKILLS IN ENGLISH-II

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).
4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V. Dhamija, Phi Learning.