

FACULTY OF LANGUAGES

SYLLABUS

OF

COMMUNICATION SKILLS IN ENGLISH

FOR

Master of Vocation in Textile Design and Apparel

Technology

(Semester IV)

(Under Credit Based Continuous Evaluation

Grading System)

Session: 2023-24



The Heritage Institution

KANYA MAHA VIDYALAYA

JALANDHAR

(Autonomous)

Master of Vocation in Textile Design and Apparel Technology

(Session: 2023-24)

Scheme of Studies and Examination

Communication Skills in English

Semester-IV										
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	Master of Vocation in Textile Design and Apparel Technology	MVTM-4103	C	4+2	2-0-1	100	60	20	20	3hours (Theory) + 1hour (Practical)

C- Compulsory

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SEMESTER IV

MVTM-4103: COMMUNICATION SKILLS IN ENGLISH

COURSE OUTCOMES

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

CO 1: It will enable the students to improve their speaking skills

CO 2: It will make the students capable of effective writing skills and presenting themselves well during a job interview

CO 3: It will help students to draft professional documents and reports both in audio – visual form and written form

CO 4: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

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SEMESTER IV COMMUNICATION SKILLS IN ENGLISH

Course Code: MVTM-4103

Time: 3 Hours

Practical: 20

Continuous Assessment: 20

Total Marks: 100

Theory: 60

Theory Exam

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. Two questions from each unit will be set in each section. Each question will carry 12 marks. (12x5=60)

Unit-I

Introduction to Video Communication and Conferencing. Application of Video Conferencing in business management and marketing.

Unit-II

Resume – Writing and Job Applications (Resume Writing)

Unit-III

Modern Forms of Communication: E-mails, Advertisements, Tender notices, Public Notices, Report Writing: (Technical report – style, arrangements, Illustration, main section and appendices, conclusion, list references, table of contents, synopsis, revision.)

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.

Unit-IV

Vocabulary Skills:

Accurate use of prepositions, conjunctions, adverbs, adjectives

Single words for Phrases and Sentences: Small words for Big Ones: Figurative Expressions:

Proverbs and idiomatic expressions

Words frequently misspelt

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SEMESTER IV

MVTM-4103 COMMUNICATION SKILLS IN ENGLISH

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.

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Course Code: MVTM- 4103

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Practical: 20

Continuous Assessments: 20

Total Marks: 100

Theory: 60

Practical Exam

Instructions to the Examiner for Practical/Oral Exam

Oral presentation with /without audio visual aids on a topic already prepared by the examinee.

- Written Presentation / Preparation **(10 Marks)**
- Group Discussion **(10 Marks)**