

FACULTY OF LANGUAGES
FACULTY OF LANGUAGES

SYLLABUS
OF
COMMUNICATION SKILLS IN ENGLISH
FOR

Master of Science in Fashion Designing & Merchandising
(Semester I)

(Credit Based Continuous Evaluation Grading System)

(CBCEGS)

Session: 2023-24



The Heritage Institution
KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)

Kanya Maha Vidyalaya, Jalandhar(Autonomous)

SCHEME OF STUDY AND EXAMINATION OF TWO YEAR DEGREE PROGRAMME

**Master of Science in Fashion Designing & Merchandising
(Semester I)**

Session-2023-24

Communication Skills in English

Semester I										
Course Code	Course Title	Course Type	Hours Per Week	Credits L-T-P	Total Credits	Max Marks				Examination time (in Hours)
						Total I	Ext.		CA	
							L	P		
MFDM-1232	Communication Skills in English	C	4	3-0-1	4	100	50	30	20	3(T)+3(P)

C - Compulsory

Master of Science in Fashion Designing & Merchandising (Semester I)

MFDM-1232: COMMUNICATION SKILLS IN ENGLISH

COURSE OUTCOMES

CO1:It will help students to understand the basics of Communication Skills

CO2: It will enable the students to improve their reading skills

CO3:It will enable the students to improve their writing skills

CO4: It will enable the students for Article Writing

Master of Science in Fashion Designing & Merchandising (Semester I)

Session-2023-24

(Theory)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-1232

Examination Time: 3 Hrs

Total Marks: 100

Theory: 50

Practical:30

CA: 20

Instructions for the Examiner:

- Question paper will have four sections.
- Examiner will set a total of 8 questions, two questions from each unit corresponding to each unit of the syllabus.
- Students are required to attempt five questions in all, choosing one question from each unit and fifth question from any unit.
- All questions carry equal marks. **(5x10=50)**

Unit - I

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

Unit - II

Reading Skills: Models 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. GeethaNagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006
3. *A Course in Listening and Speaking I* by V. Sasikumaretal, 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.

Master of Science in Fashion Designing & Merchandising (Semester I)

Session-2023-24

(Practical)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDm-1232

Examination Time: 3 hrs

Marks: 30

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 recording by reading out a passage himself / herself and asking questions. He /she may also ask the examinees to take notes.

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.