

**FACULTY OF LANGUAGES**

**SYLLABUS**  
**of**  
**Communication Skills in English**  
**for**  
**Master of Science in Fashion Designing &**  
**Merchandising**  
**(Semester IV)**  
**(Under Continuous Evaluation System)**

**Session: 2023-24**



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

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

## **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)	Master of Science in Fashion Designing & Merchandising	MFDM-4232	C	75	40	20	15	3 (Theory) + 3 (Practical)

**C - Compulsory**

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

## **MFDM-4232: COMMUNICATION SKILLS IN ENGLISH**

### **COURSE OUTCOMES**

**CO 1:** It will help students to understand and apply video conferring in business management and marketing

**CO 2:** It will help students to draft professional documents and reports

**CO 3:** Use different fashion terms in English with ease and confidence and will learn modern forms of communication

**CO 4:** It will make the students capable of writing resume and job application

# **Master of Science in Fashion Designing & Merchandising (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) maybe 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)**

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

## **COMMUNICATION SKILLS IN ENGLISH**

### **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.