

FACULTY OF LANGUAGES

**SYLLABUS
of
Communication Skills in English
for**

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

(Under Continuous Evaluation System)

Session: 2022-23



**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

CO1: It will help students to draft professional documents and reports both in audio – visual form and written form

CO2: Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

CO3: Use different fashion terms in English with ease and confidence and will learn modern forms of communication

CO4: It will make the students capable of presenting themselves well during a job interview

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.