

**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: 2022-23**



**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-2022-23**

**Communication Skills in English**

<b>Semester I</b>										
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week</b>	<b>Credits L-T-P</b>	<b>Total Credits</b>	<b>Max Marks</b>				<b>Examination time (in Hours)</b>
						<b>Total</b>	<b>Ext.</b>		<b>CA</b>	
							<b>L</b>	<b>P</b>		
MFDM-1232	Communication Skills in English	C	4	4-0-0	4	75	40	20	15	3

**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-2022-23

(Theory)

COMMUNICATION SKILLS IN ENGLISH

Course Code: MFDM-1232

Examination Time: 3 Hrs

Total Marks: 75

Theory: 40

Practical: 20

CA: 15

## 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. (5x8=40)

### 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. Geetha Nagaraj – *A Course in Grammar and Composition*, Foundation Books, 2006
3. *A Course in Listening and Speaking I* by V. Sasikumar et al, 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-2022-23

(Practical)

**COMMUNICATION SKILLS IN ENGLISH**

**Course Code: MFDM-1232**

**Examination Time: 3 hrs**

**Marks: 20**

## **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.

**Pronunciation - 5 marks**

**Listening Comprehension – 5marks**

**Word Stress- 5 marks**

**Note Taking – 5 marks**

## **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.