

# **FACULTY OF LANGUAGES**

## **SYLLABUS**

**of**

**Communication Skills in English**

**for**

**M.Sc. (Fashion Designing & Merchandising)**

**(Semester I&IV)**

**(Under Continuous Evaluation System)**

**Session: 2021-22**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA**

**JALANDHAR**

**(Autonomous)**

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**Kanya Maha Vidyalaya, Jalandhar(Autonomous)**

**SCHEME OF STUDY AND EXAMINATION OF TWO YEAR DEGREE PROGRAMME**

**M.Sc. Fashion Designing and Merchandising**

**Session-2021-22**

**Communication Skills in English**

<b>M.Sc. Fashion Designing and Merchandising Semester-I</b>								
<b>Course Name.</b>	<b>Programme Name</b>	<b>Course Code</b>	<b>Course Type</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>		
Communication Skills in English	M.Sc. Fashion Designing and Merchandising	MFDM-1236	C	75	40	20	15	3hours (Theory) + 3hour (Practical)

**C - Compulsory**

**M.Sc. Fashion Designing and Merchandising (Semester-I)**

**Session-2021-22**

**(Theory)**

**COMMUNICATION SKILLS IN ENGLISH**

**Course Code: MFDM-1236**

**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 in each section corresponding to each unit of the syllabus.
- Students are required to attempt five questions in all, choosing one question from each section and fifth question from any section.
- 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: Model 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.

**M.Sc. Fashion Designing and Merchandising (Semester-I)**

**Session-2021-22**

**(Practical)**

**COMMUNICATION SKILLS IN ENGLISH**

**Course Code: MFDM-1236**

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

**Pronunciation - 5 marks**

**Word Stress- 5 marks**

**Listening Comprehension – 5marks**

**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.

**FACULTY OF LANGUAGES**

**SYLLABUS**

**of**

**Communication Skills in English**

**for**

**M.Sc. (Fashion Designing & Merchandising)**

**(Semester IV)**

**(Under Continuous Evaluation System)**

**Session: 2021-22**



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**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)	M.Sc. (FD)	MFDM-4232	C	75	40	20	15	3 (Theory) + 3 (Practical)

**C - Compulsory**

## **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:** It will enable the students to improve their speaking skills and will help them to converse in specific situations like a job interview/group discussion

**CO3:** Use different fashion terms in English with ease and confidence

**CO3:** It will make the students capable of presenting themselves well during a job interview

**CO4:** Practice of spoken English will enable the students to speak more accurately and confidently during group discussion



## 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) may be 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)

### **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.