



B. COM. SEMESTER III
SKILL ENHANCEMENT COURSE

Course Code	UB03SECOM01	Title of the Course	Communication Skills-III
Total Credits of the Course	02	Hours per Week	02
Course Objective:	The paper is designed to enhance the communicative skills of the students. It focuses on some theories and detailed tips to improve usage of language effectively.		

Course Content		
Unit	Description	Weightage* (%)
1.	Fundamentals of Communication <ul style="list-style-type: none"> • Modes of Communication <ul style="list-style-type: none"> a) Formal and Informal b) Oral and Written c) Internal and External • Types of Communication <ul style="list-style-type: none"> a) Extrapersonal Communication b) Intrapersonal Communication c) Interpersonal Communication d) Organizational Communication e) Mass Communication 	50
2.	Developing Effective Listening Ability <ul style="list-style-type: none"> • Introduction • Hearing v/s Listening • Types of Listening <ul style="list-style-type: none"> a) Discriminative Listening b) Comprehensive Listening c) Empathetic Listening d) Critical Listening e) Appreciative Listening • Barriers to Effective Listening • Traits of a Good Listener 	50

Teaching-Learning Methodology	Direct Teaching Method, ICT enabled Teaching, Q&A sessions, Problem Solving Activities, Collaborative & Co-operative Learning, Project, Class Seminar.
--------------------------------------	--

Internal and / or External Examination Evaluation





Course Outcomes: Having completed this course, the learner will be able to...	
1.	equip with effective communicative strategies.
2.	build up self esteem and confidence as a genuine language user.
3.	develop the professional ability to communicate information clearly and effectively in all kinds of environment and contexts.
4.	increase effective listening ability and reading/comprehending capacity.
5.	enhance skills of business communications.

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Suggested References:

Sr. No.	References
1.	Business Communication: Techniques and Methods by. Om P. Juneja and Aarti Mujumdar, Orient Blackswan
2.	Technical Communication: Principles and Practice by Meenakshi Raman and Sangeeta Sharma, OUP
3.	Communication Skills by Sanjay Kumar and Pushp Lata, OUP

On-line Resources

<http://nptel.ac.in/course.php>

https://onlinecourses.swayam2.ac.in/imb24_mg111/preview





Question Paper Format for Semester- end University Exam:

Q.1 MCQs Unit 1&2	05 Marks
Q.2 Question based on Unit 1 Format: Question A OR Question B	10 Marks
Q.3 Question based on Unit 2 Format: Question A OR Question B	10 Marks

