



# SILVER OAK UNIVERSITY

## Silver Oak Law College (019)

Programme Name: Five Years Integrated B.B.A.LL.B Programme

Subject Name: English ( Communication )

Subject Code: 1190155181

Semester: I

### Prerequisite:

1. Nil

### Objective:

By the end of this course, students should be able to:

- 1) Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
- 2) Enhance their basic English grammar and vocabulary.
- 3) Write effective and concise letters and memos.
- 4) Prepare informal and formal reports.
- 5) Proofread and edit copies of business correspondence.
- 6) Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
- 7) To improve Communications skills students will become more culturally aware and will also be able to achieve personal growth.

### Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
4	0	0	4	4

### Content:

Unit No.	Contents	Teaching Hours	Weightage %
1	INTRODUCTION TO COMMUNICATION 1.1 Meaning and Definition of Communication 1.2 Characteristics of communication 1.3 Process of communication 1.4 Types of Communication 1.5 Barriers to communication 1.6 Seven C's of Communication	18	25%
2	LISTENING AND READING SKILLS 2.1 English Proficiency- Direct, Indirect speech, Nouns, Pronouns, Adverbs 2.2 Listening Skills - Definition, Anatomy of poor Listening skills; Strategies to be a good listener	18	25%

	2.3 Reading Skills - Technique of Reading		
3	<b>BUSINESS COMMUNICATION SKILLS</b> 3.1 Classification of communication and Presentation Skills 3.2 Verbal – a) Written b) Oral 3.3 Organizational communication- Business letter, Business Writing (Memo, Resume, E-mail) 3.4 Business Application- Group Discussion, Interview Etiquettes and Presentation Skills	18	25%
4	<b>PRESENTATION SKILLS</b> 4.1 Non-Verbal Communication 4.2 Nature 4.3 Types – Body language, kinesics, proxemics, haptics, paralanguage, chromatics & appearance. 4.4 Developing Effective Non-verbal Skills	18	25%

**Course Outcome:**

Sr. No.	CO statement	Unit No
CO-1	To understand the concept, process and importance of communication	1
CO-2	To Understand and to hone the listening and reading skills of the students as well as improve their vocabulary.	2
CO-3	To Understand and demonstrate the use of basic and advanced proper writing techniques and develop presentation skills which will help in the corporate world.	3
CO-4	To Understand and Facilitate the students to interpret non-verbal communication and manage it. To develop awareness regarding new trends in business communication	4

**Teaching & Learning Methodology: -**

The various methods or tools follows by the faculties to teach the above subject are:

1. Black Board
2. Presentations
3. Role Plays
4. Case Study Analysis
5. Practical /Current Scenario Discussion

**Books Recommended: - (minimum 3 books)**

1. Chaturvedi & Chaturved Fundamentals of Business Communication 2012
2. V.K. Jain and Om Prakash Biyani Business Communication. 2007
3. Mathukutty M Manipally- Tata McGraw Hill Education
4. Wren and Martin: Principles to Practice 12<sup>th</sup> edition 1988