

M.F.C. 1.6: Business Communication and Soft Skills

Objective

To apprise the students of business communication practices and develop effective skills in them

Course Inputs

1. **Business communication:** (4Hrs.) Models and Processes, effective communication, audience analysis, corporate communication: Formal and informal, Grapevine, Barriers.

2. **Soft Skills:** (1 Hr.)

Understanding what are soft skills, Realizing the need for personality growth and development for a better life and a better world, Need for soft

3. **Review of English Grammar & Vocabulary:** (5 Hrs.)

Regular verbs, Irregular verbs, Pronunciation key, Spelling rules, Tense, Speech. Common grammatical errors made by Indian students: article use, punctuation, contractions, dangling modifiers, statements vs. questions, Vocabulary.

4. **Listening & Speaking:** (15 Hrs.)

(Mode of teaching: classroom discussions, presentations, group work, Use of Linguaphone software for all pronunciation practices)

Pronunciation and Accent Neutralization: Basic phonemic symbols, Common problems with Indian accents and accurate words, 'j' and 'z' words, 'i' and 'ee' words and consonant sounds, syllables, rules of word stress and sentence stress, intonation and

rhythm, Grammar exercises; parts of speech, vowels, consonants, articles.

Vocabulary: new words

Speaking and Listening Effectively: Listening: active listening, bad listening habits and their cures, listening and taking notes: main ideas and details, getting the gist, evaluation of what is heard, following oral directions, Grammar exercises: tense, voice, speech, mode, Vocabulary: new words.

Speaking: developing the self-confidence to speak, evaluating the situation and audience, informality and formality, speaking in daily life: greetings; making requests; asking for directions; offering help different modes of speech delivery and intonation in speech.

Grammar exercises: subject-verb agreement, question tags, modal verbs, Vocabulary: new words.

Speaking and Listening: participating in conversation, making small talk, participating in group discussions, participating in interviews, responding to questions, responding sympathetically and politely, Grammar exercises: idioms, understanding intentions, Vocabulary: new words.

5. **Reading & Writing** (5 Hrs.)

Reading: Strategies for active reading, summarizing, thinking critically.

Reading comprehension: understanding cultural contexts in language. '**Browsing**'. *v in-depth reading:* understanding the main arguments. **Grammar exercises:** connectives;

transition devices; phrases and clauses. **Vocabulary:** new words.

Writing: curriculum vitae and covering letter

Special rules for examination of Paper MFC1.6 Business Communication & Soft Skills

1. This is a 3 credit course needing 3 hrs. lectures/practical sessions per week.
2. Examination shall comprise two parts:

External examination:

Written Exam: 35 Marks - 2 hours duration.
(5 questions of 7 Marks each out of 8 questions to be attempted)

Practical Exam: 40 marks (Two Hours Duartion)

Internal Assessment:

One written examination 10 Marks

One GD/Interview 10 Marks

One presentation based test 5 Marks

Practical examination shall be conducted by a panel of examiners consisting one internal and one external examiner. The practical shall be conducted based on paper sent by the University in a confidential cover.