



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG Curriculum

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓								

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓								

SPECIALIZATIONS								
BA	Eco	Eng	Psy	Gen				
Tick ✓								
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics
Tick ✓								

Name of the Department	Centre for Skill Development
Name of Head of Department	Dr.Neelofar Raina
Title of the Course	Effective Communication Skills
Course Code	SKL07
Type of Course (New / Revised)	Revised
Number of Credits	03
Date of Approval by BoS	26/10/21
Date of Implementation	2021

Course Outcomes
1-apply relevant language-skills during verbal and written communication processes in real-life situations, both at personal and professional levels..
2.articulate, write and express themselves effectively with enhanced knowledge of contextual vocabulary and grammar.



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3. analyze, interpret and summarize with the help of active listening skills or reading and comprehension skills

4. Debate on an idea, organize and formulate their thoughts cohesively.

5. develop their soft skills and thereby adapt themselves better in real life scenarios, both in personal and professional spaces

DETAILS OF SYLLABUS

UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1	<u>Introduction and Icebreaking Session</u> <ul style="list-style-type: none">• Importance of Speaking, Listening, Reading and Writing Skills and Soft Skills for effective communications.• Common barriers in effective communications - incorrect sentences, vocabulary or phrases, inappropriate use of language, non-standard accents, lack of fluency, listening skills and comprehension skills and how to eliminate the barriers.• Importance of body language, gestures, facial expressions and eye contact in effective business communications	2
2	<u>Speaking Skills</u> <ul style="list-style-type: none">• Group Discussion Skills• Persuasion Skills/ Negotiation Skills• Presentation Skills• Interview Skills• Effective Questioning skills	12
3	<u>Writing Skills</u> <ul style="list-style-type: none">• Basic knowledge of formal language and formal vocabulary, Correct usage of Punctuation marks and Articles• Keys to descriptive writing, reflective writing, persuasive writing and argumentative writing• Drafting of Business Letters and Emails	



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	<ul style="list-style-type: none"> • Writing Business Proposals and Official Reports • Writing Agenda of Meeting and Minutes of Meeting 	12
4	<u>Reading Skills</u> <ul style="list-style-type: none"> • Skimming and Scanning paragraphs • Comprehension exercises • Using context clues in case of unknown words 	5
5	<u>Listening Skills</u> <ul style="list-style-type: none"> • Active Listening and Effective Questioning • Active Listening and Notes taking • Effective Listening, Comprehension and Feedback 	4
6	<u>Soft Skills</u> <ul style="list-style-type: none"> • Team Skills • Leadership Skills • Body Language • Impact Talk 	8
	<u>Final Assignment</u>	2

Reference List

Suggested Reference Books:

1. Communication Skills Training: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking – Ian Tuhovsky
2. Effective Communication Skills: How to Enjoy Conversations, Build Assertiveness, & Have Great Interactions for Meaningful Relationships – Keith Coleman
3. Speak with Impact: How to Command the Room and Influence Others – Allison Shapira
4. You Can Win: A Step-by-Step Tool for Top Achievers – Shiv Khera
5. Write Tight: Say Exactly What You Mean with Precision and Power – William Brohaugh
6. Understanding Body Language – Scott Rouse
7. The Five Dysfunctions of a Team – Patrick Lencioni



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8. Leadership – Malcolm Roberts

Dr. Neelofar Raina
Head of Department
Centre For Skill Development