

B.Tech Semester-II Busi. Comm. & Presentation Skills
Syllabus, IITE, Indus University

SEMESTER- II

Indus University

Institute of Sciences, Humanities and Liberal Studies

Department of Languages

**B.Tech Semester-II Busi. Comm. & Presentation Skills
Syllabus, IITE, Indus University**

Subject: Business Communication & Presentation Skills								
Program: B.Tech. All Branches				Subject Code: EN0211			Semester: II	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
1	2	0	3	40	0	60	0	100

Course Objectives:

- To orient students about the varied uses of business communication.
- Under the importance of personality and its reflection in communication.
- Train students to develop business correspondence in writing and presentation skills.

B.Tech Semester-II Busi. Comm. & Presentation Skills Syllabus, IITE, Indus University

COURSE CONTENT

Unit 1: Business Communication-

- Business Communication- Importance
- Information Age and Communication/Social Media
- Organizational Communication for Engineers
- Common Barriers in Professional Communication/Role Play
- Organizational Etiquettes

Unit 2: Presentation Skills

- Planning, Preparing and Practice
- Audience Interaction
- Importance of AV Aids
- Best Presentation Videos
- Group Presentations/Pair Presentations/Teacher Review
- Group Presentations/Pair Presentations/ Peer Review

Unit 3: Writing Skills

- Mind-mapping and Planning
- Paragraph Development with 7 c's
- Picture Elicitation
- Contrastive and Comparative Essays
- Completing a Story and Describing Situations

Unit 4: Writing Skills II

- Composing Drafts
- Letters / Good, Bad & Neutral Messages
- Emails/ Sample Analysis
- Creating a Blog

B.Tech Semester-II Busi. Comm. & Presentation Skills Syllabus, IITE, Indus University

Reference Books:

Fred Luthans, Organizational Behaviour, McGraw Hill

Lesikar and petit, Report writing for Business

M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill

Wallace and masters, Personal Development for Life and Work, Thomson Learning

Hartman Lemay, Presentation Success, Thomson Learning

Malcolm Goodale, Professional Presentations

Farhathullah, T. M. Communication skills for Technical Students

Michael Muckian, John Woods, The Business letters Handbook

Herta A. Murphy, Effective Business Communication

Lehman, Dufrene, Sinha BCOM, Cengage Learning

Web resources/ MOOCs:

Business Conversation Rule 1 : <https://www.youtube.com/watch?v=wB8mr4iViy0>

Business English Conversations Rule 2:
<https://www.youtube.com/watch?v=wB8mr4iViy0>

Business English Conversations 3: <https://www.youtube.com/watch?v=wB8mr4iViy0>

Business English Conversations Rule 4:
<https://www.youtube.com/watch?v=wB8mr4iViy0>

Business English Conversations Rule 5:
<https://www.youtube.com/watch?v=wB8mr4iViy0>

English Presentation Video: <https://www.youtube.com/watch?v=wB8mr4iViy0>

B.Tech Semester-II Busi. Comm. & Presentation Skills Syllabus, IITE, Indus University

Powerful Presentation Skills: Body Language:

<https://www.youtube.com/watch?v=wB8mr4iViy0>

Make Body Language Your Superpower:

<https://www.youtube.com/watch?v=wB8mr4iViy0>

Make a Presentation Like Steve Jobs: <https://www.youtube.com/watch?v=wB8mr4iViy0>

Semester-2

Subject: Academic Writing

Course objectives

- To demonstrate and apply knowledge of basic essay structure, including introduction, body and conclusion.
- To enable writing process, including pre-writing, writing and re-writing.
- To build an ability to write for an academic audience.
- To understand and apply the principles of effective paragraph structure.

Subject: Academic Writing								
Program: M.Sc.(MPC)				Subject Code: MEN0201			Semester:II	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
2	0	0	2	40	0	60	0	100

Unit 1: Writing Process and Strategy- Research, Planning, Summarizing, Organizing.
Building of Paragraph – How to Build Cohesion & Coherence.

Unit 2: Elements of writing- Basic rhetorical modes (narration, description, exposition), Argument and discussion, cause and effect, definitions, style, Writing Vocabulary and language, Precision, clarity, conciseness, Stylistics- Academic vocabulary, word choice, Grammar & mechanics as needed, Reading and responding to assigned readings.

Unit 3: Reading - Structure of Scientific Paper - Organizing the document, Data implementation and display, Format of Paper, Avoid Plagiarism, Employ correct MLA or APA citation style, including parenthetical, in-text citation and works-cited pages, Evaluate sources for relevance and reliability.

Unit 4: Academic Writing- Basics of Academic Writing, Academic Document as a Story, Writing for Journal publication, Peer-revision, Assigned readings, Publication for Journals

Reference books:

1. Fred Luthans, Organizational Behaviour, McGraw Hill
2. Lesikar and Petit, Report writing for Business
3. M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill
4. Wallace and Masters, Personal Development for Life and Work, Thomson Learning
5. Hartman Lemay, Presentation Success, Thomson Learning
6. Malcolm Goodale, Professional Presentations
7. Farhathullah, T. M. Communication skills for Technical Students
8. Michael Muckian, John Woods, The Business Letters Handbook
9. Herta A. Murphy, Effective Business Communication
10. Lehman, Dufrene, Sinha BCOM, Cengage Learning
11. MLA Handbook for Writers of Research Papers
12. English for Research Paper Writing,
13. Academic Writing

Web Resources:

Introduction to English Language & Literature Mod-1 Lec-1
https://www.youtube.com/watch?v=xC3M9EqduyI
The English Language Mod-1 Lec-
https://www.youtube.com/watch?v=HsR4jFszFdw#action=share
International English Mod-1 Lec-4
https://www.youtube.com/watch?v=FT4cQkXCc8g
Effortless English Rule-1 English Phrases: https://www.youtube.com/watch?v=r5z-lilm-gg



Institute of Sciences, Humanities & Liberal Studies

Syllabus for Advanced Spoken English (Sem. 2)

Subject: Advance Spoken English

Subject Code: UCR0201

Credits: Theory - 02

Theory: Lecture - 24 Hours

Unit –I

Article writing/Paragraph writing, Rules of Public Speaking, Interview skills, Resume Building, Vocabulary building /Pronunciation, Letter Writing

Unit – II

Why Spoken English – Linguistic Aspects of Mishearing – Fluency - Speaking to Multicultural/Multidisciplinary Audience - Standard Varieties of Spoken English – Tempo of Speech & Phrasal Pause in English – English Rhythm - Stress on Simple and Derived Words in English – Long Vowels in English – Friction Consonants in English – Aspects of Theatre in Spoken Communication – Grooming, Eye Contact, Body Language, Amplitude – Preparing a Presentation : Charts, Graphs, Drawings, Maps, Diagrams, Tables, Etc – Research and Organization – Using Power Point Slides and Other Presentation Aids – Practice and Learning to Improve Pronunciation of Numbers, Units of Weights, Distance, Etc. – Making Presentations and Self-Evaluation

Unit –III

Netiquettes, Formal dressing, Confidence building, Difference between a Bio-data/C.V, Swot-Analysis, Attitude building, Leadership skills, Personal hygiene and grooming, Non-Verbal and Verbal Communication

Unit –IV

Mock Interview session, Extempore, Group discussion, Debate, Presentation-students will make a PPT on a common topic and present it in the class

References:

1. Chaudhary, Shreesh (1992/2004) Better Spoken English, New Delhi: Vikas Publishing.
2. A Practical Course In Spoken English (J. K. Gangal) Phi.
3. Exploring spoken English Ronald Carter (Cambridge University Press)

4. Advanced Spoken English , Madan Sood

5. Advanced Spoken English and Phonetics (with 4 mp3 CDs) (Mind Power English) Prof Sharad Srivastava and Mrs Nidhi Srivastava

6. Practical Everyday English, Steven Collins

Semester – II

Teaching Scheme: Basic Communication & Presentation Skills

Subject: Basics of Communication & Presentation Skills								
Program: B.Sc in MPC				Subject Code: BEG0201			Semester: II	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
2	0	0	2	40	0	60	0	100

Course Objectives:

- To orient students about the varied uses of basic communication.
- To develop attributes of personality & etiquettes and its reflection in communication.
- To train students in basic correspondence in writing and presentation skills.

Course Content:

Unit – I Basic Communication Theory

- Process of Communication
- Barriers to Communication
- Types of Communication
- Flow of Organizational Communication

Unit – II Design of Presentation

- Planning, Preparing and Designing
- Importance of AV Aids
- Best Presentation Videos
- Types of Presentations

Unit – III Delivery of Presentation

- Importance of Non-verbal communication
- Training of Presentation Etiquettes
- Training of Proxemics & Paralanguage
- Group Presentations

Unit – IV Writing Skills

- Mind-mapping and Planning
- Paragraph Development with 7 c's
- Picture Elicitation
- Completing a Story and Describing Situations

Reference Books:

Fred Luthans, Organizational Behaviour, McGraw Hill

Lesikar and petit, Report writing for Business

M. Ashraf Rizvi, Effective Technical Communication, McGraw Hill

Wallace and masters, Personal Development for Life and Work, Thomson Learning

Hartman Lemay, Presentation Success, Thomson Learning

Malcolm Goodale, Professional Presentations

Farhathullah, T. M. Communication skills for Technical Students

Web resources/ MOOCs:

<https://www.mooc-list.com/course/effective-business-presentations-powerpoint-coursera>

<https://www.mooc-list.com/course/presentations-speaking-so-people-listen-coursera>

<https://www.classcentral.com/course/presentation-skills-6596>

<https://www.youtube.com/watch?v=MnIPpUiTcRc>

<https://www.youtube.com/watch?v=Iwpi1Lm6dFo>

<https://www.coursera.org/lecture/teamwork-skills-effective-communication/1-theories-of-communication-Ku5KL>

SSIPC Sem-IV Syllabus | Indus University

Subject: Soft Skills & Interpersonal Communication								
Program: Sem-4 B.Tech (EL+Meta) M.Sc PCM & M.Sc CR				Subject Code: EN0412			Semester: IV	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
2	0	0	2	40	0	60	0	100

Course Objectives:

- To orient students to various models of communication.
- To enhance the ability to select correct model for conversation.
- Train students in being able to articulate personal opinions through digital and other medium of communication.
- To substantiate own stand through effective communicational strategies.

Course Content:

Unit 1: Models of Communication: Code Model of Communication, Inferential Model of Communication, Schramm Model of Communication, Lasswell Model of Communication, Katz-Lazarsfeld Model of Communication, Westley-MacLean Model of Communication, Berlo's SMCR Model of Communication, Seven C's of Communication, Neuro-Linguistic Program & Communication

Unit 2: Communication & Social Media: The Age of Internet Communication Tools, Characteristics of Social Media, Nature and Scope of Six Types of Social Media, Purpose/ Choosing the Most Suitable Social Media, Revisiting The Communication Theory

Unit 3: Working & Communicating in Teams: Defining a Team & Group, Managing Relations at Work, Meetings, Why to Meet, Team & Goal Setting, Leading a Meeting, Agenda & Notice of Meetings, Web Conferencing

Unit 4: Assertive Communication: The Challenge of Self Disclosure, Crippled Display, Uninhibited Display, Changing Self Discourse Styles, Tactful Self Disclosure, Being Assertive, Developing Tactful Self Disclosure, Delivering Bad news & Negative Feedback

SSIPC Sem-IV Syllabus | Indus University

Reference Books:

Guffey, Mary. Business Communication: Process and Product

Herta A. Murphy, Effective Business Communication, Cengage Learning

Lehman, Dufrene, Sinha BCOM, Cengage Learning

Chaturvedi, P, Business Communication, Pearson Publication

Wallace and masters, Personal Development for Life and Work, Thomson Learning

Hartman Lemay, Presentation Success, Thomson Learning

Malcolm Goodale, Professional Presentations

Farhathullah, T. M. Communication skills for Technical Students

Web resources/ MOOCs:

Introduction to English Language & Literature Mod-1 Lec-1

<https://www.youtube.com/watch?v=xC3M9EqduyI>

The English Language Mod-1 Lec-

<https://www.youtube.com/watch?v=HsR4jFszFdw#action=share>

International English Mod-1 Lec-4

<https://www.youtube.com/watch?v=FT4cQkXCc8g>

Effortless EnglishRule-1 English Phrases:<https://www.youtube.com/watch?v=r5z-lilm-gg>

Pronunciation Training Techniques:

<https://www.youtube.com/watch?v=wB8mr4iViy0>

Make Body Language Your Superpower:

<https://www.youtube.com/watch?v=wB8mr4iViy0>

ES & PD Sem-VI Syllabus | DoL | Indus University

Subject: Employability Skills & Personality Development

Program: Sem-6 B.Sc (CR), B.Sc (PCM) B.Tech (CE & EC)				Subject Code: EN0601			Semester: VI	
Teaching Scheme				Examination Evaluation Scheme				
Lecture	Tutorial	Practical	Credits	University Theory Examination	University Practical Examination	Continuous Internal Evaluation (CIE)- Theory	Continuous Internal Evaluation (CIE)- Practical	Total
2	0	0	2	40	0	60	0	100

Course Objectives:

- To enhance the writing and oral presentation skills specific to employment
- To orient students to various models of communication.
- To train students in being able to articulate personal opinions through digital and other medium of communication.

Course Content:

Unit 1: Employability Skills & Personality Development: Resume Writing, Interview Skills, Types of Interviews, Business Etiquettes, Grooming & Netiquettes, Statement of Purpose, Cover Letter in Job Application, Corporate Ethics.

Unit 2: Communication & Social Media: The Age of Internet Communication Tools, Characteristics of Social Media, Nature and Scope of Six Types of Social Media, Purpose/ Choosing the Most Suitable Social Media, Revisiting The Communication Theory.

Unit 3: Working & Communicating in Teams: Defining a Team & Group, Managing Relations at Work, Meetings, Why to Meet, Team & Goal Setting, Leading a Meeting, Agenda & Notice of Meetings, Web Conferencing.

Unit 4: Models of Communication: Code Model of Communication, Inferential Model of Communication, Schramm Model of Communication, Lasswell Model of Communication, Katz-Lazarsfeld Model of Communication, Westley-MacLean Model of Communication, Berlo's SMCR Model of Communication, Seven C's of Communication, Neuro-Linguistic Program & Communication.

Reference Books:

Guffey, Mary. Business Communication: Process and Product

ES & PD Sem-VI Syllabus | DoL | Indus University

Herta A. Murphy, Effective Business Communication, Cengage Learning

Lehman, Dufrene, Sinha BCOM, Cengage Learning

Chaturvedi, P, Business Communication, Pearson Publication

Wallace and masters, Personal Development for Life and Work, Thomson Learning

Hartman Lemay, Presentation Success, Thomson Learning

Malcolm Goodale, Professional Presentations

Farhathullah, T. M. Communication skills for Technical Students

Web resources/ MOOCs:

Introduction to English Language & Literature Mod-1 Lec-1

<https://www.youtube.com/watch?v=xC3M9EqduyI>

The English Language Mod-1 Lec-

<https://www.youtube.com/watch?v=HsR4jFszFdw#action=share>

International English Mod-1 Lec-4

<https://www.youtube.com/watch?v=FT4cQkXCc8g>

Effortless EnglishRule-1 English Phrases:<https://www.youtube.com/watch?v=r5z-lilm-gg>

Pronunciation Training Techniques:

<https://www.youtube.com/watch?v=wB8mr4iViy0>

Make Body Language Your Superpower:

<https://www.youtube.com/watch?v=wB8mr4iViy0>