

Course Code	050120306			
Category	Communication Skills			
Course Title	Communication Skills -III (CS-III)			
Scheme and Credits	Theory	Tutorial	Lab	Credits
	3	1	0	4
Pre-requisites (if any)	The course is based on the basic principle of learning language of LSRW (Listening, Speaking, Reading and Writing). Hence students are supposed to read the English Newspaper and watch English or business channels, interact in English			

1. Course Objective:

Sr. No.	Topic
1.	To make students understand the principles and practices in industry through an apt Communication.
2.	To minimize their adaptability time in industry with an orientation bridge from Campus to Corporate.

2. Course Contents:

Unit	Course Content	Weightage
Unit 1	Importance of Listening and understanding the human environment in corporate by developing Emotional Quotient.	15 %
Unit 2	Importance of an Interactive Communication through Role Plays, Case Studies, Presentations and Business Meetings. Pre Sales Talks, Networking, Digital Communication.	20%
Unit 3	Reading Case Studies, Tender Conditions, Sales Offers, Proposals, Business Articles, Mission and Vision Statements.	15%
Unit 4	Writing Minutes of the Meeting, Quotations, Pre Sales offers, Inter Office Memo, Internal Correspondence , Preparing proposals, .Content Writing Practical	20%
Unit 5	Taking up a Real Life Case study or a General Study of any IT company or preparing a website.	30%

3. TEST: Daily Assessment on blended LSRW formula

1. Online Listening Test.
2. Reading Test
3. Speaking Test
4. Writing test

Separate assignments are given which carry 50 marks and input and assessment of 4-5 hours.

4. Pedagogy tools:

1. Audio/Video
2. Soft Skill Games
3. Group Discussions
4. Presentations
5. Lectures
6. Group Assignments

5. Books For reading

1. Lee Iococa
2. Made in Japan by Akio Morita
3. Games People Play by Eric Berne
4. How to make decision about people by Charles Dailey
5. ChaturChanakya& Himalayan Problem
6. Chanakya's Aphorisms on Management by AsokGarde