U18ENI1201 – FUNDAMENTALS OF COMMUNICATION-I
(Common to all Branches of I Semester B.E/B/Tech Programmes)

L	T	P	J	C
2	0	2	0	3

Course Objectives:

1. To communicate effectively by using appropriate grammar and technical parlance in a range of academic scenarios.
2. To interpret and critically evaluate discourses related to functional English.
3. To disseminate professional information through appropriate means of communication.

Course Outcomes:

After the course the student will be able to:

CO1: Communicate in English with correct grammar
CO2: Communicate effectively (Oral and Written)
CO3: Use communication skills in the real world

Assessment Methods:

Direct
1. Continuous Assessment of Skills 2. Assignment 3. Written Test 4. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping:

CO/PO Mapping (S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak														
COs	**Programme Outcomes(POs)**												**PSO**	
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PO 11**	**PO 12**	**PSO 1**	**PSO 2**
CO1										**S**		**S**		
CO2		**M**		**W**		**W**			**M**	**S**		**S**		
CO3		**M**		**M**		**W**			**M**	**S**		**S**		

No	Topic	Hours
MODULE I - 12 Hrs		
1.1	Parts of Speech	2
1.2	Subject Verb Agreement	2
1.3	Speak up (Self Introduction, JAM)	4
1.4	Writing sentences using 'Be-forms'	3
1.5	Test	1
MODULE II - 12Hrs		
2.1	Articles, Gerunds, Infinitives	2
2.2	Speak up (Greetings & Polite English)	4
2.3	Dialogue Writing	3
2.4	Skimming & Scanning	2
2.5	Listening Skills - I	1
MODULE III - 12 Hrs		
3.1	Tenses & Voice	2
3.2	Sentences & its kinds	2
3.3	Speak up (Narration & Description)	4
3.4	Summarizing & Note-making	3
3.5	Listening Skills - II	1
MODULE IV - 12 Hrs		
4.1	Framing Questions – 4 types	2
4.2	Speak up (Role play)	4
4.3	Letter writing – Formal and Informal & Email Writing	3
4.4	Reading Comprehension & Cloze test	2
4.5	Listening Skills - III	1
MODULE V - 12 Hrs		
5.1	Degrees of Comparison	2
5.2	Clauses	2
5.3	Speak up (Power Point Presentation)	4
5.4	Writing (Picture perception)	3
5.5	Test	1
Total		**60**

Reference:

1. A Modern Approach to Non Verbal Reasoning (English, Paperback, Dr. R S Aggarwal)
2. The Power of Words(Bloomsbury, UK, 2012, Hyacinth Pink)
3. Word Power Made Easy: The Complete Handbook for Building a Superior Vocabulary (By Norman Lewis)
4. Effective Technical Communication Tata Mc Graw Hills Publications (Ashraf Rizvi)
5. English and Soft skills Orient Black Swan Publishers (S. P. Dhanavel)
6. Know Your Grammar: Trans.in Tamil & Malayalam –A Bilingual Approach (Bloomsbury, UK, 2012, Hyacinth Pink)

U18ENI2201 – FUNDAMENTALS OF COMMUNICATION - II

(Common to all branches of II Semester B.E/B/Tech Programmes)

L	T	P	J	C
2	0	2	0	3

Course Objectives:

4. To adopt relevant job related oral and written communication skills to competently perform in campus recruitments.
5. To train students in presentation skills, persuasive skills and career skills.
6. To comprehend critical text leading to academic articulation.

Course Outcomes:

After the course the student will be able to:

CO1: Demonstrate comprehension

CO2: Write reports and projects

CO3: Communicate verbally in the business environment

Assessment Methods:

Direct
5. Continuous Assessment of Skills 6. Assignment 7. Written Test 8. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping:

CO/PO Mapping (S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak														
COs	**Programme Outcomes(POs)**												**PSO**	
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PO 11**	**PO 12**	**PSO 1**	**PSO 2**
CO1		**M**		**M**						**S**		**S**		
CO2		**W**							**W**	**S**		**S**		
CO3			**M**			**M**			**M**	**S**		**S**		

No	Topic	Hours
MODULE I - 12 Hrs		
1.1	Writing Instructions, Recommendations	2
1.2	Listening Skills - IV	1
1.3	Speak up (Debate)	5
1.4	Writing Memos, Circulars, Agenda and Minutes	3
1.5	Test	1
MODULE II - 12 Hrs		
2.1	Interview Skills I	4
2.2	Writing a Technical Report	3
2.3	Transcoding Graphics	3
2.4	Reading Short Stories – Home Assignment	1
2.5	Listening Skills -V	1
MODULE III - 12 Hrs		
3.1	Interview Skills II	5
3.2	Writing Reviews – Product Review/ Article Review	3
3.3	Book Review – Home Assignment	1
3.4	Reading Comprehension – Double Passage	2
3.5	Listening Skills - VI	1
MODULE IV - 12 Hrs		
4.1	Inferential Reading	2
4.2	Speak up (GD)	5
4.3	Creating an organizational flowchart	1
4.4	Drafting a project proposal	3
4.5	Listening Skills - VII	1
MODULE V - 12 Hrs		
5.1	Speak up (Formal Presentation)	4
5.2	Reading & Responding to texts	2
5.3	Writing a News story / Advertisement	2
5.4	Writing Essays	2
5.5	Test	2
Total		**60**

Reference:

1. Word Power Made Easy: The Complete Handbook for Building a Superior Vocabulary (By Norman Lewis)
2. Effective Technical Communication Tata McGraw Hills Publications (Ashraf Rizvi)
3. English and Soft skills Orient Black Swan Publishers (S. P. Dhanavel)
4. Verbal Ability (Bloomsbury, UK, June 2012) Hyacinth Pink

P18ENI1601 ENGLISH FOR PRAGMATIC USAGE

(Master of Computer Application – MCA Semester I)

L	T	P	PJ	C
0	0	2	4	2

OBJECTIVES

- To impart communicative ability to exhibit the individual's subject knowledge
- To achieve the desirable communicative competence by the students to meet the expectation of corporate
- To show the need for a comprehensive link language to share subject expertise
- To offer adequate exposure to soft skills needed for the corporate.
- To sensitize towards corporate culture.

COURSE OUTCOMES

CO1: Imparting the role of communicative ability as one of the soft-skills needed for placement
CO2: Developing communicative ability and soft-skills needed for placement
CO3: Making students Industry-Ready through inculcating team-playing capacity

Assessment Methods:

Direct
9. Continuous Assessment of Skills 10. Project 11. Written Test 12. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping
(S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak

COs	Programme Outcomes(POs)												PSO	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1										S		S		
CO2		M		W		W			M	S		S		
CO3		M		M		W			M	S		S		

Grammar in Communication **6 hours**

Grammar and Usage, Error Correction - Grammar Application, Framing Questions – Question words, Verbal Questions.

Listening for Effective Communication **8 hours**

Listening Comprehension in Cross–Cultural Ambience, Listening and Ear training Telephonic Conversations/Etiquette, Idioms and Phrases.

CORPORATE COMMUNICATION **8 hours**

Situational Conversations, Time Management, Verbal Reasoning, E-Mail Communication / Etiquette, Critical thinking – Picture / Audio / Video synthesizing, Transcoding visual into oral – Encoding and Decoding

PUBLIC SPEAKING **8 hours**

Nonverbal Communication - Giving Seminars and Presentations, Nuances of Addressing a Gathering - one to one/ one to a few/ one to many, Extempore.

PROJECT **60 hours**

English Language learning- General and corporate approach (Individual Project)

REFERENCES:

1. Bhatnagar R.P. & Rahul Bhargava, "English for Competitive Examinations", Macmillian Publishers, India, 1989, ISBN: 9780333925591
2. Devadoss K. &Malathy P., "Career Skills for Engineers", National Book Publishers, Chennai, 2013.
3. Aggarwal R.S., "A Modern Approach to Verbal & Non–Verbal Reasoning", S.Chand Publishers, India, 2012, ISBN : 8121905516

L	T	P	PJ	C
0	0	2	0	1

P18ENI2501 PROFESSIONAL SKILLS –I

(Master of Computer Application – MCA Semester II)

OBJECTIVE:

- To develop interpersonal skills and be an effective goal oriented team player.
- To develop communication and problem solving skills.
- To impart communication ability to exhibit the individual's subject knowledge
- To edify the expectation of corporate for desirable communication adeptness

COURSE OUTCOMES

- **CO1**: To communicate effectively orally
- **CO2**: To manage professional environment using cognitive skills
- **CO3**: To use communication skills in the work environment

Assessment Methods:

Direct
13. Continuous Assessment of Skills 14. Assignment 15. Written Test 16. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping (S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak														
COs	**Programme Outcomes(POs)**												**PSO**	
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PO 11**	**PO 12**	**PSO 1**	**PSO 2**
CO1										**S**		**S**		
CO2		**M**		**W**		**W**			**M**	**S**		**S**		
CO3		**M**		**M**		**W**			**M**	**S**		**S**		

Development Competency and Proficiency in English 6 Periods

Oral/spoken communication skill & testing –voice and accent, voice clarity, voice modulation & intonation, word stress etc. Feedback & questioning technique: Development Etiquette in non-verbal communication - Facial Expression, Posture, Gesture, eye contact, Appearance (Dress Code)

Concept of Effective Communication 6 Periods

Components of Effective Communication-Conviction, confidence & enthusiasm, Listening- it's importance, Good and bad listening - Communication Process –composing effective messages- Barriers to Communication- Verbal Communication –its importance and Nuances

Team Building / Coordination Skills 6 Periods

Team Building Practices through group exercises, team task / role play - Concept of Group Dynamics and discussion - Ability to mixing and accommodation, Ability to work together

Goal Setting and Self-Management 6 Periods

SMART Goals, Blue print for success Short Term and Long Term goals, Life Time Goals - Self-valuation - Self Discipline- Self Criticism - Recognition of one's own limits and deficiencies, Independency etc.- Thoughtful & Responsible - Self Awareness - Identifying one's strengths and weaknesses - Planning & Goal setting - Managing self – emotions, ego, pride.

STRESS MANAGEMENT 6 Periods

Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters, Emotional Intelligence - What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales. Managing Emotions

Total no. of periods: 30

REFERENCES:

1. Frederick H. Wentz, Soft Skills Training: A Workbook to Develop Skills for Employment, Large Print, 2012
2. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
3. Thomas A Harris, I am ok, You are ok , New York- Harper and Row, 1972
4. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006

P18ENP3501 **PROFESSIONAL SKILLS –II**

L	T	P	PJ	C
0	0	2	0	1

(Master of Computer Application – MCA Semester III)

OBJECTIVE:

- To offer adequate exposure to admirable soft skills needed for the corporate.
- To enhance the exteriors of one's soft skills exhibited while presenting oneself both in written and spoken communication.
- To show the need for a comprehensive link language to share subject expertise
- To re- engineer attitude and understand its influence on behavior.

COURSE OUTCOMES

CO1: To have better interpersonal skills
CO2: To have effective written communication
CO3: To communicate effectively during interviews and showcase leadership skills

Assessment Methods:

Direct
17. Continuous Assessment of Skills 18. Assignments 19. Written Test 20. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping (S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak														
COs	**Programme Outcomes(POs)**												**PSO**	
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PO 11**	**PO 12**	**PSO 1**	**PSO 2**
CO1										**S**		**S**		
CO2		**M**		**W**		**W**			**M**	**S**		**S**		
CO3		**M**		**M**		**W**			**M**	**S**		**S**		

Interpersonal Skill Development **6Periods**

Positive Relationship - Positive Attitudes- Empathies: comprehend other opinions points of views, and face them with understanding –Mutuality, Trust, Emotional Bonding - Handling Situations (Interview, holding a meeting etc)- Recognizing cultural norms - Understanding how gender differences influence nonverbal communication.

E–Mail Etiquette **6 Periods**

Glimpses of E–Mail Etiquette –Dos & Don'ts of E–mail Etiquette, Desirable Drafting of E–mails, Types of E–Mails –Personal E–Mails, Professional E–mails, Demi– Official E–Mails, Business Mails, Unknown Ad Mails

Reporting & Letter Writing **6 Periods**

Report Writing –Reporting Industrial Mishaps and Demi–Official Report, Joining Report, Letter Writing – Kinds of Letters –Formal & Semi Formal Letters –Personal Profile, Enquiry Letters about Employment.

Interview & GD Techniques **6 Periods**

Importance of body language –Gestures & Postures, Extempore, Facing the Interview Panel, Answering a Familiar Question, Company Profile, Addressing an unknown Concept, Psychometric Tests and Stress Interviews, Introduction to GD, Mock GD Practices

Leadership and Decision Making **6 Periods**

What is Leadership? -Leadership Skills - Leadership and ProductivityImportance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

Total No. of periods: 30

REFERENCES:

1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
2. Thomas A Harris, I am ok, You are ok , New York- Harper and Row, 1972
3. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998.

P18ENP4501 **PROFESSIONAL SKILLS –III**

L	T	P	PJ	C
0	0	2	0	1

(Master of Computer Application – MCA Semester IV)

OBJECTIVES

- To describe a personality traits that involve communication, social graces, interpersonal relationships
- To become self-confident individuals by mastering the required skills
- Develop all-round personality with a mature outlook to function effectively in different circumstances.

COURSE OUTCOMES

CO1: To have effective oral communication
CO2: To communicate proficiently in the real world
CO3: To have better functional skills

Assessment Methods:

Direct
21. Continuous Assessment of Skills 22. Assignments 23. Written Test 24. End Semester Examination
Indirect
1. Course-end survey

CO/PO Mapping (S/M/W indicates strength of correlation)S-Strong, M-Medium, W-Weak														
COs	**Programme Outcomes(POs)**												**PSO**	
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO 10**	**PO 11**	**PO 12**	**PSO 1**	**PSO 2**
CO1										**S**		**S**		
CO2		**M**		**W**		**W**			**M**	**S**		**S**		
CO3		**M**		**M**		**W**			**M**	**S**		**S**		

Making Effective Presentation **6 Periods**

Advanced Speaking Skills –Audience analysis for Oral Presentation - Debates- Planning & Preparation –Formal Presentation -Art of Negotiation

Etiquette for Everyday **6 Periods**

Fundamental Etiquettes - Dining Etiquette – Telephone etiquette -Dress for Success

E-mail communication **6 Periods**

Email Etiquette – Functions of effective email –Internal and External Communication

Developing key traits **6 Periods**

Creativity, critical thinking and problem solving, motivation, persuasion, negotiation and leadership

Self-Management **6 Periods**

Self-Evaluation, Self Discipline, Self Criticism, Recognition of one's own limits, deficiencies and Independency

Total No. of periods: 30

REFERENCES:

1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998.
2. Frederick H. Wentz, Soft Skills Training: A Workbook to Develop Skills for Employment,Large Print, 2012
3. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006