

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: AD –HOC BOS ENGLISH

PROGRAMME: B.COM (DIGITAL BUSINESS)

SEMESTER: I

**NOMENCLATURE OF THE COURSE: Introduction to
Communication**

NEP Vertical: Ability Enhancement Course

Credit: 2

(As Per Choice Based Credit System (under NEP 2020) with effect from the Academic Year 2025-26)



Programme:	B.COM (DIGITAL BUSINESS)
Nomenclature of the Course	Introduction to Communication
Total Marks	50 marks
Semester:	I
Academic year	2025-26

LEARNING OBJECTIVES:

1. To outline the communication process and learn its various aspects
2. To enhance and refine verbal and non-verbal communication skills
3. To develop proficiency in writing clear, concise and coherent messages for personal and professional use.

COURSE OUTCOMES:

1. Learners will be able to identify and demonstrate communication constructs in their interactions with self and others.
2. Learners will be able to effectively draft and deliver oral and written messages.
3. Learners will be able to effectively use verbal and non-verbal communication cues to enhance their communication abilities.

Module	Course Content	Andragogy	No of Lectures
1	<p>Theory of Communication Skills:</p> <ol style="list-style-type: none"> 1. The Concept of communication 2. Process of communication and elements of Communication 3. Types of communication – verbal & nonverbal / oral & written / formal & informal / with reference to number of people in the communication 4. Modes of Communication and Objectives 5. 7 Cs of Communication 6. Listening skills 7. Barriers of communication <p>Reading Skills (SQ3R, Scanning & Skimming) & Interpretation of Infographics</p>	Lecture, AV presentations	15
2	<p>Writing Skills:</p> <ol style="list-style-type: none"> 1. Curriculum Vitae 2. Statement of purpose 3. Letter writing - format, job application letter, acceptance letter and Resignation letter 4. Paragraph writing and Summarization <p>Understanding social media writing</p>	Classroom activities and peer learning	15

SUGGESTED READINGS

1. Smith, J. A. (2018). Effective Communication: Strategies for Success (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). Communication skills for effective management.
3. Hanh, T. N. (2013). The art of communicating. Random House.
4. Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. Pertanika Journal of Social Sciences & Humanities, 21(2).

5. Garner, B. A. (2013). HBR guide to better business writing (HBR Guide Series). Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). Messages: The communication skills book. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). Writing that works: How to communicate effectively in business. Harper Collins.
8. Andersen, P. A. (1999). Nonverbal communication: Forms and functions (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). Advanced Communication Techniques (4th ed.). Oxford University Press.
10. Roeh, I. (2017). Digital communication: Strategic and operational communication in the digital age. Palgrave Macmillan.

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	20

Term End Examinations (TEE) Question Paper Pattern

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Short Notes (Any 2 out of 3)	6