

Program Name : Diploma in Dress Designing & Garment Manufacturing

Program Code : DD

Semester : First

Course Title : Communication Skill

Course Code : 24005

1. RATIONALE

Good verbal and written **communication skills** are essential in order to deliver and receive information concisely & accurately. It not only helps to facilitate the process of sharing information and knowledge, but also helps people to develop relationships with others. This course will enable the students to communicate effectively in business dealings, marketing, interacting with clients and colleagues.

2. COMPETENCY

The aim of this course is to help the student to attain the following industry identified competency through various teaching learning experiences:

- **Speak and write grammatically correct English.**

3. COURSE OUTCOMES (COs)

The theory, practical experiences and relevant soft skills associated with this course are to be taught and implemented, so that the student demonstrates the following industry oriented COs associated with the above mentioned competency:

- Use correct grammar in writing and speaking.
- Apply Business communication.
- Develop oral communication skills for business.
- Formulate specific communication needs.
- Develop Presentations.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme			Credit (L+T+P)	Examination Scheme												
L	T	P		Theory						Practical						
				Paper Hrs.	ESE		PA		Total		ESE		PA		Total	
					Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min
1	--	2	3	--	--	--	--	--	--	--	50@	20	50~	20	100	40

Legends: *L*-Lecture; *T* – Tutorial/Teacher Guided Theory Practice; *P* - Practical; *C* – Credit, *ESE* - End Semester Examination; *PA* - Progressive Assessment

5. COURSE MAP (with sample COs, Learning Outcomes i.e. LOs and topics)

This course map illustrates an overview of the flow and linkages of the topics at various levels of outcomes (details in subsequent sections) to be attained by the student by the end of the course, in all domains of learning in terms of the industry/employer identified competency depicted at the centre of this map.



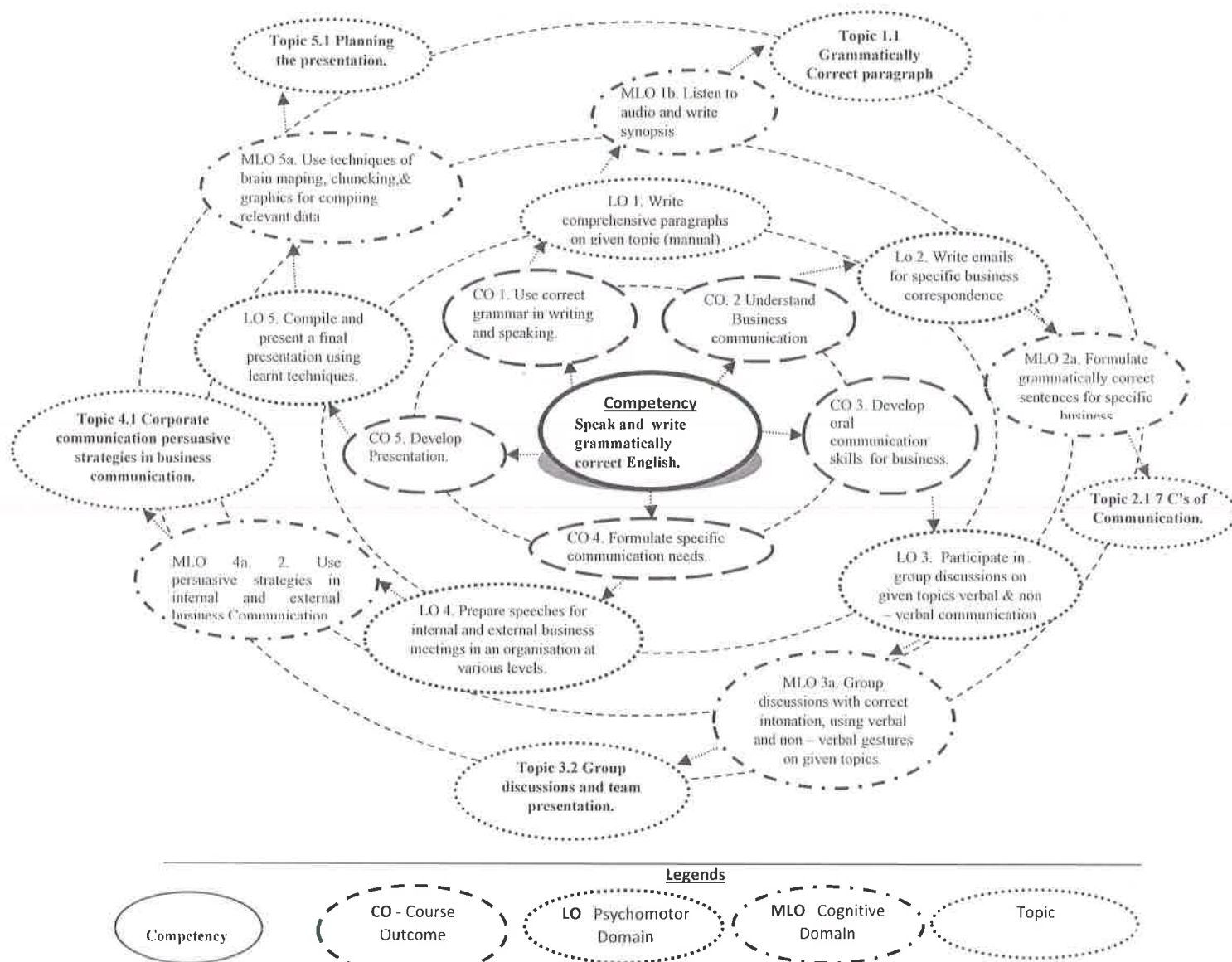


Figure 1 - Course Map

6. SUGGESTED PRACTICALS / EXERCISES

The practical/exercises/tutorials in this section are psychomotor domain LOs (i.e. sub-components of the COs) are to be developed and assessed in the student to lead to the attainment of the competency.

S. No.	Practical Exercises (Learning Outcomes in Psychomotor Domain)	Unit No.	Approx. Hrs. Required
1	Write comprehensive paragraphs on given topic (manual)	I	2 hrs
2	Use language lab to improve grammatical construction of sentences.		2 hrs
3	Use language lab to improve grammatical construction of sentences.		2 hrs
4	Listen to audio and write comprehensive paragraphs	I	2 hrs
5	Listen to audio and write comprehensive paragraphs	I	2 hrs



6	Write emails for specific business correspondence	II	2 hrs
7	Use Language lab for enhancing correspondence skills	II	2 hrs
8	Write set of instructions to be given on basis of emails/ work orders received.	II	2 hrs
9	Use Language lab for set of instructions to be given on basis of emails/ work orders received.	II	2 hrs
10	Participate in group discussions on given topics verbal & non – verbal communication.	III	2 hrs
11	Participate in group discussions on given topics verbal & non – verbal communication.	III	2 hrs
12	Prepare speeches for internal and external business meetings in an organisation at various levels.	IV	2 hrs
13	Use language lab to correct check pronunciation of words of above speeches.	IV	2 hrs
14	Perform skits on ethical situations of decision making.	IV	2 hrs
15	Compile and present a final presentation using learnt techniques.	V	2 hrs
16	Compile and present a final presentation using learnt techniques.	V	2 hrs
Total			32 hrs

Note: To attain the COs and competency, a judicious mix from the above listed LOs need to be performed to achieve up to the ‘Precision Level’ of Dave’s ‘Psychomotor Domain Taxonomy’. Assessment of the ‘Process’ and ‘Product’ related skills in the laboratory/workshop/field work should be done as per suggested sample below:

S No.	Performance Indicators	Weightage in %
1	Assessment of handwritten practicals.	20
2	Use of language lab.	30
3	Participation in debates and skills.	20
4	Presentation skills	30
Total		100

Additionally, the following affective domain Los (social skills/attitudes), are also important constituents of the competency which can be best developed through the above mentioned laboratory/field based experiences:

- a. Follow safety practices.
- b. Practice good housekeeping.
- c. Demonstrate working as a leader/a team member.
- d. Maintain tools and equipment.
- e. Follow ethical Practices.

The development of the attitude related Los of Krathwohl’s ‘Affective Domain Taxonomy’, the achievement level may reach:

- ‘Valuing Level’ in 1st year
- ‘Organising Level’ in 2nd year
- ‘Characterising Level’ in 3rd year.



7. MAJOR EQUIPMENT/ INSTRUMENTS REQUIRED

The major equipment with broad specification mentioned here will usher in uniformity in conduct of experiments, as well as aid to procure equipment by authorities concerned.

S. No.	Equipment/Instruments/Other resources name with Broad Specifications	Experiment S.No.
1.	LCD Projector	All
2.	Smart board with networking	All
3.	Language lab with internet	All
4.	Printer	Wherever applicable.

8. UNDERPINNING THEORY COMPONENTS

The following topics/subtopics should be taught and assessed in order to develop LOs in cognitive domain for achieving the COs to attain the identified competency.

Unit	Major Learning Outcomes (in cognitive domain)	Topics and Sub - topics
Unit – I Use of correct grammar in writing & speaking.	1a. Write comprehensive paragraphs on given topic. 1b. Listen to audio and write synopsis.	1.1 Grammatically Correct paragraph writing.
Unit – II Understand Business Communication	2a. Formulate grammatically correct sentences for specific business correspondence. 2b. Apply the relevant voice/ body language for formal and business communication.	2.1 7 C's of Communication. 2.2 Nature and scope of verbal/ non - verbal/ cross cultural communication.
Unit – III Developing oral Communication skills for business.	3a. Take part in group discussions with correct intonation, using verbal and non – verbal gestures on given topics.	3.1 Meetings and conferences. 3.2 Group discussions and team presentation.
Unit – IV Understand specific communication needs.	4a. 1. Formulate speeches for internal communication in a organisation at various levels. 4a. 2. Use persuasive strategies in internal and external business communication. 4b. Identify and use business ethics in various situation.	4.1 Corporate communication, persuasive strategies in business communication. 4.2 Ethics in business communication. 4.3 Business communication aids.



	4c. Compile information on various aids used for effective business communication.	
Unit – V Presentation Process	5a. Use techniques of brain mapping, chunking, & graphics for compiling relevant data 5b. Importance of practice and performance.	5.1 Planning the presentation. 5.2 Compiling the presentation. 5.3 Final presentation.

9. SUGGESTED SPECIFICATION TABLE FOR QUESTION PAPER DESIGN

- Not applicable -

10. SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related co-curricular activities which can be undertaken to accelerate the attainment of the various outcomes in this course:

- Read and collect articles from fashion magazine and newspapers
- Listen to fashion news on TV
- Watch videos of effective presentations on television and open learning sources for presentation skills and body language.

11. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

- Massive open online courses (MOOCs) may be used to teach various topics/ sub topics.
- 'L' in item No. 4 does not mean only the traditional lecture method, but different types of teaching methods and media that are to be employed to develop the outcomes.
- About 15 – 20 % of the topics/sub-topics which is relatively simpler or descriptive in nature is to be given to the students for self-directed learning and assess the development of the Cos through classroom presentations (see implementation guideline for details).
- Guide students in undertaking micro-projects.

12. SUGGESTED MICRO PROJECTS

- Read a book from the suggested list and write a book review on it.
List of books:
 - The Monk who sold his Ferrari.
 - Who moved my Cheese.
 - Rich Dad Poor Dad.
 - Any other related book.
 - Organise a quiz related to fashion design.





13. SUGGESTED LEARNING RESOURCES:

Sr. No.	Title of Book	Author	Publication
1.	Essentials Of English Grammar. [The Quick Guide To Good English] (3rd Ed.)	Baugh, L. Sue:	New Delhi. Tata Mcgraw-Hill Publishing Company Limited, 2005
2.	How To Speak And Write Correctly	Sharma, R.K. & R. K. Sharma	Delhi. Swastik Publishers & Distributors, 2007
3.	Communication Skills	Raman, Meenakshi & Sharma, Sangeeta	New Delhi. Oxford University Press, C2011
4.	Business Communication Today	Bovee, C. Thill, John Chatterjee, A.	Noida, Dorling Kindersley (India) Pvt. Ltd./ Pearson Education, 2010
5.	Effective Technical Communication - A Guide For Scientists And Engineers	Mitra, Barun K.	New Delhi, Oxford University Press, 2006
6.	Crucial Conversations: Tools for Talking When Stakes Are High	Kerry Patterson, Joseph Grenny Ron McMillan, Al Switzler, Stephen R. Covey	McGraw-Hill ISBN 0071401946
7.	How to read efficiently	G.C Ahuja	
8.	How to improv your reading skills	Ron Fry	
9.	The Right way to improve your English	J.E. Metcalfe	

14. SUGGESTED SOFTWARE / LEARNING WEBSITES

- a. <http://www.sentencechecker.org>
- b. <https://www.lgnsw.org.au>
- c. <https://www.really-learn-english.com>
- d. <https://www.psychologytoday.com>
- e. <https://www.mindtools.com/CommSkill/EmailCommunication.htm>
- f. <https://business.tutsplus.com/tutorials/write-effective-emails--cms-29621>
- g. <https://www.grammarly.com/blog/email-writing-tips/>
- h. <https://www.successcds.net/learn-english/writing-skills/e-mail-writing-class-10-12-formal-informal-email-writing-format.html>



