

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ENGLISH
 SYLLABUS WITH EFFECT FROM 2023-2024

ENGLISH FOR COMMUNICATION (SEC -I)
COURSE CODE: 105S1A

YEAR / SEMESTER	Course Name	Category	L	T	P	S	Credits	Inst. Hours	Max.Marks			
									CIA	External	Total	
I year I semester	English for Communication	Skill	Y	Y	-	-	2	2	25	75	100	
Learning Objectives												
LO1	To enhance the level of literary and aesthetic experience of students and to help them respond creatively.											
LO2	To sensitize students to the major issues in the society and the world.											
LO3	To provide the students with an ability to build and enrich their communication skills.											
LO4	To equip students to utilize the digital knowledge resources effectively for their chosen fields of study											
LO5	To help them think and write imaginatively and critically											
Details												
UNIT												
I	Communication: Basic Communication Styles- Passive, Aggressive, Assertive- Persuasive, Significance of communication.											
II	Types of communication-Verbal-Non-Verbal.											
III	Effective communication skills											
IV	Skills to be acquired in communication - Speaking/reading/writing/listening											
V	Application of different types / styles of communication skills (LSRW) in different situations / contexts.											
Course Outcomes												
Course Outcomes	On completion of this course, students will;											
CO1	Identify the basic principles of communication								PO1			
CO2	Analyze the various types of communication								PO1, PO2			
CO3	Make use of the essential principles of communication								PO4, PO6			
CO4	Identify the prominent methods and models of Communication.								PO4, PO5, PO6			
CO5	Learn about the four skills of language and get familiarized with them.								PO3, PO8			

UNIVERSITY OF MADRAS
B.A. DEGREE PROGRAMME IN ENGLISH
 SYLLABUS WITH EFFECT FROM 2023-2024

Text Books (Latest Editions)	
1	Technical Communication: Principles and Practice, Second Edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.
2	Effective Technical Communication by M Ashraf Rizvi, The McGraw-Hill companies.
3	Understanding Body Language by Alan Pease.
References Books (Latest editions, and the style as given below must be strictly adhered to)	
	1. Communicative Grammar of English by Geoffrey Leech and Ian Svartik.
	1. <i>(1) Subject: ENGLISH COMMUNICATION SKILLS (THEORY goiga la jijuna - Academia.edu</i>

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10
CO 1	3	3	3	3	3	3	3	2	3	2
CO 2	2	3	3	3	2	3	3	2	2	2
CO 3	3	3	3	2	3	3	3	2	3	2
CO 4	3	3	3	3	3	3	3	2	2	2
CO 5	3	2	3	3	3	3	3	2	2	3

3 – Strong, 2 – Medium , 1 - Low

Mapping with Programme Specific Outcomes:

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	2	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	14	15
Weighted percentage of Course Contribution to Pos	3.0	3.0	3.0	2.8	3.0