

## Communication Skills

<b>Course Code</b> HU- 109	<b>Credit Hours</b> 2-0
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### Course Description

This course is designed to develop students' academic and professional communication skills. This course will help students to enhance their pronunciation and spoken fluency by producing, learning and transcribing phonetic sounds of English language. It also aims to develop students' reading speed and comprehension (reading fluency). Concentration is given on preparing students with the individual and collaborative technical writing, presentation and research skills necessary for effective technical communication in academic and professional settings. This course is an introduction to speech communication which emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations.

### Text Book:

1. Read Better, Write better – Reader's Digest Compilation.
2. Gliden H.K, Reports, Technical Writing, and Specifications; London, McGraw-Hill Book Company.
3. Steve M.Gerson/Sharon J. Gerson Technical Writing; Addison Wesley Longman (Singapore) Pte.Ltd.
4. Better Vocabulary by Edie Schwager

### Reference Book:

1. Cambridge English for Engineering by Mark Ibbotson
2. Oxford guide to English Grammar by John Eastwood (2002)
3. Finding your Academic Voice: A Students Guide to the Art of Academic Writing by Ann Everitt-Reynolds
4. Elements of Style for Writing Scientific Journal Articles by Stephen M. Griffies et al. 2013
5. Functional English Study Text 2015 ICAP (Institute of Chartered Accountants of Pakistan)
6. Barron's How to prepare for the TOFEL
7. College Writing Skills with Readings by John Langan

8. Technical Communication by Mike Markel
9. **Excellence-in-business-communication-bovee-thill-10th-ed-2013**
10. [www.youtube.com](http://www.youtube.com)
11. [www.google.com](http://www.google.com)

### Prerequisites

Nil

### ASSESSMENT SYSTEM FOR THEORY

	Without Project (%)	With Project/Complex Engineering Problems (%)
Quizzes	15	10-15
Assignments	10	5-10
Mid Terms	25	25
Project	-	5-10
End Semester Exam	50	45-50

### ASSESSMENT SYSTEM FOR LAB

Lab Work/ Psychomotor Assessment/ Lab Reports	70%
Lab Project/ Open Ended Lab Report/ Assignment/ Quiz	10%
Final Assesment/ Viva	20%

### Teaching Plan

Week No	Topics/Learning Outcomes
1	<p><b>Introduction to Communication</b></p> <ul style="list-style-type: none"> <li>• Communication defined</li> <li>• The process of communication</li> </ul> <p>Models of communication</p> <p><b>Book:</b> Excellence in business communication by Thil &amp; Bovee</p> <p>Part 1</p> <p>Chapter: 1</p> <p><a href="#">excellence-in-business-communication-bovee-thill-10th-ed-2013.pdf</a></p>
2	<p><b>Verbal &amp; Non-Verbal Communication</b></p> <p><a href="#">1.case studies for nonverbal communication.pdf</a></p> <p><a href="#">non verbal communication.pdf</a></p> <p><a href="#">nonverbalcommunication Sadia for LMS.pptx</a></p> <p><a href="#">s04-nonverbal-communication.pdf</a></p>
3	<p><b>Communication Barriers</b></p>

	<p><b>Case Studies Videos</b></p> <p>Case study 1: Communication barrier, Directing  Case study 2 : Communication barrier, Directing  Case study 3 : Semantic Barriers  Case study 4 : Semantic Barriers</p> <p><a href="#"><u>Case studies practice.docx</u></a></p> <p><b>Videos</b></p> <p>Barriers to effective communication  Communication barriers  Good and Bad Communication</p> <p><b>Note :</b> You can find these case studies on you tube</p> <p><b>Case Studies discussed in groups</b></p> <ul style="list-style-type: none"> <li>• <b>The Cost of Poor Communication</b>  <a href="https://pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/">https://pressbooks.bccampus.ca/technicalwriting/chapter/casestudy-costpoorcommunication/</a></li> <li>• <b>Bad writing costs billions</b>  <a href="https://www.thedailybeast.com/bad-writing-costs-businesses-billions">https://www.thedailybeast.com/bad-writing-costs-businesses-billions</a></li> <li>• <b>The £8.8m typo: how one mistake killed a family business</b>  <a href="https://www.theguardian.com/law/shortcuts/2015/jan/28/typo-how-one-mistake-killed-a-family-business-taylor-and-sons">https://www.theguardian.com/law/shortcuts/2015/jan/28/typo-how-one-mistake-killed-a-family-business-taylor-and-sons</a></li> <li>• <b>Comma quirk irks Rogers</b>  <a href="https://www.theglobeandmail.com/report-on-business/comma-quirk-irks-rogers/article1101686/">https://www.theglobeandmail.com/report-on-business/comma-quirk-irks-rogers/article1101686/</a></li> <li>• <b>Understanding the Tragic Hyatt Regency Walkway Collapse</b>  <a href="https://interestingengineering.com/understanding-hyatt-regency-walkway-collapse">https://interestingengineering.com/understanding-hyatt-regency-walkway-collapse</a></li> </ul>
4	<p><b>Public Speaking &amp; Oral Presentation</b></p> <p>Effective public presentation skills  Audience analysis  Effective argumentation skills</p> <p><b>Video :</b> 5 tips to do well in Extempore Speech</p> <p><b>PPT:</b> Engineering Presentations</p> <p><b>PPT:</b> Effective presentation skills</p>

	<b>Rubric for assessing presentation skills</b>
5	Public Speaking <b>Impromptu &amp; Extempore Speeches by the students</b> <b>Instructions</b> : 2 mins for preparation and 2 mins for speech
6	<b>Reading Skills</b> <ul style="list-style-type: none"> <li>• Critical Reading <b>Video:</b> Analyzing the Argument Part 1 and 2 <b>Video</b> : Critical Thinking and Reading</li> <li>• Skimming of gist of a Text</li> <li>• Scanning for specific information <b>Video:</b> Reading Skills</li> <li>• Fast Reading</li> </ul> Understanding context
7	<b>Reading Skills</b> <b>Group Activity: 10 Research Articles assigned for Reading and Presentation</b> <ul style="list-style-type: none"> <li>• Recognizing the effects of style</li> <li>• Making inferences <b>Video:</b> Making Inferences</li> </ul> <b>Video:</b> Giving is the best communication
8	<b>MSE</b>
	<b>Essay writing</b> <ul style="list-style-type: none"> <li>• Writing Clear, Informative Paragraphs</li> <li>• Structure paragraphs clearly</li> </ul> Use coherence devices within and between paragraphs <b>Exercises: Page no 213-214 of Book Technical Communication by Mike Markel</b> <b>Book:</b> College Writing Skills with Readings by John Langan Document analysis activity: Identifying the elements of a coherent
9	<b>Message Composition</b> Positive and negative messages Persuasive and sales messages <b>Watch Video</b>

	<p><a href="#">Writing routine and positive messages (2).mp4</a></p> <p><a href="#">Writing negative messages.mp4</a></p> <p>Book: Excellence in Business Communication</p> <p><b>Chapter: 8,</b></p> <p><a href="#">excellence-in-business-communication-bovee-thill-10th-ed-2013.pdf</a></p> <p>Exercises at the end of the chapters</p>
10	<p><b>Message Composition</b></p> <p>Persuasive and sales messages</p> <p><b>Chapter: 9, 10</b></p> <p><a href="#">excellence-in-business-communication-bovee-thill-10th-ed-2013.pdf</a></p>
11	<p><b>Writing Correspondence</b></p> <p>Memo writing</p> <p>Letter Writing</p> <p>Video: Professional Communication</p> <p><a href="https://www.youtube.com/watch?v=EBdnmqnRkAU">https://www.youtube.com/watch?v=EBdnmqnRkAU</a></p> <p>Video: Cover letter, Memo writing</p> <p>PDFs: Cover letter, Memo writing,</p> <p>Chapter 14 from Book Excellence in business communication by Thill and Bovee</p>
12	<p>Report writing</p> <p>Chapter 14 from Book Excellence in business communication by Thill and Bovee</p>
13	<p><b>Electronic Communication</b></p> <p>Writing Emails</p> <p>Writing Microblogs</p> <ul style="list-style-type: none"> <li>• GUIDELINES: Representing Your Organization in a Microblog 379</li> <li>• EXERCISES 383</li> </ul>
14	<p><a href="#">Engineering Presentation.pptx</a></p> <p><b>Part 6 Page 471</b></p> <p>Book Excellence in Business Communication</p> <p><a href="#">paper how-to.pdf</a></p> <p><a href="#">Engineering-PreparingPaperIEEE-Sept15.pdf</a></p>
15	<p><a href="#">Assignment of Research papers</a></p>

	<a href="#"><u>Rubric for Reading n Presentation.docx</u></a> <b>Presentation Practice by the students</b> <b>Content:</b> Research Papers
16	<b>Presentation Practice by the students</b> <b>Content:</b> Research Papers
17	<b>Presentation Practice by the students</b> <b>Content:</b> Research Papers
18	<b>ESE</b>

**Practical:** Nil.