

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Baljinder Kaur

Course BAMC , ODD Semester

**Govt PG College, AmbalaCantt**

**Department of Mass Communication & Journalism**

**B.A. Mass Communication**

**PROGRAMME OUTCOMES**

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3-** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

**Programme Specific Outcomes (PSOs)**

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Nomenclature of the Course: **English Language and Communication Skills: Level 1**

Course Code: **B23-AEC-111**

Course Type: **AEC-1**

Level of the Course: **100-199**

Credits: 2 (Theory 2)

Total Marks: 50

End Term Exam Marks: 35

Internal Assessment Marks: 15

Exam Time: 3 Hrs.

**Workload:** Theory 2 hours

**Course Learning Outcomes:**

After the successful completion of the course the student will be able to: E101.1.

The students will learn various types of verbal and non-verbal communication.

E101.2. They will understand the importance of interpersonal communication in workplaces and different ways of behaviour and communication.

E101.3. They will comprehend the importance of listening skills and its types.

E101.4. They will be introduced to parts of speech and their role in language learning.

**Contents of the Course:**

Unit I: Theory and Types of Communication Verbal and Non-Verbal Communication

Unit II: Workplace and Interpersonal Communication Introducing Oneself, Introducing Others, Making Requests, Offering Help, Congratulating, Making Enquiries and Seeking Permission

Unit III: Importance of Listening Skills and their types Barriers to Effective Listening and how to overcome them Note-taking Techniques to capture the main ideas

Unit IV: Parts of Speech

**Suggested Readings:**

Hargie, Owen. *The Handbook of Communication Skills*. Routledge, 2006.

Knapp, Mark L., et al. *Nonverbal Communication in Human Interaction*. Cengage Learning, 2013.

**BAMC Paper- I – English Language and Communication Skills: Level 1**

**Course objectives:** The paper is designed to enhance proficiency in English Language. It seeks to develop the basics of English Language through different modules. Each unit will enable and capacitate the learner to have communication competence which is required in the present-day world. The basic knowledge of communication will enable the learners to share and enliven ideas, experience and know-how ubiquitous in the world.

**Course Learning Outcomes:**

After completing the Course, the student will be able to:

1. Learn the rhetoric of presentation
2. Learn, comment and respond to correspondence.
3. Learn the basics of grammar and composition.
4. Acquaint with verbal and non-verbal communication

**BAMC\_SEMESTER\_I\_AEC\_English Language and Communication**  
**Skills : Level 1**

28-07-2023 to 25-11-2023

<b>Week 1</b>	The students will learn various types of verbal and non-verbal communication
<b>Week 2</b>	Theory and Types of Communication
<b>Week 3</b>	Verbal and Non-Verbal Communication
<b>Week 4.</b>	Introducing Oneself, Introducing Others, Making Requests
<b>Week 5</b>	Workplace and Interpersonal Communication
<b>Week 6</b>	Offering Help, Congratulating, Making Enquiries and Seeking Permission
<b>Week 7</b>	Offering Help, Congratulating, Making Enquiries and Seeking Permission
<b>Week 8</b>	Importance of Listening Skills and their types
<b>Week 9</b>	Importance of Listening Skills and their types
<b>Week 10</b>	Barriers to Effective Listening and how to overcome them
<b>Week 11</b>	Barriers to Effective Listening and how to overcome them
<b>Week 12</b>	Note-taking Techniques to capture the main ideas
<b>Week 13</b>	Parts of Speech
<b>Week 14</b>	Parts of Speech
<b>Week 15</b>	Parts of Speech
<b>Week 16</b>	Parts of Speech
<b>Week 17</b>	Parts of Speech
<b>Week 18</b>	<b>(Diwali Vacations)</b>
<b>Week 19</b>	<b>Revision</b>
	<b>Exam Starts 25-11-2023</b>