

Programme Name	
Course Code	
Course Title	

Course Outcomes:

After completion of the Course, the student should be able to -

1. Apply the principles and practices of professional communication
2. Design creative and technical documents with correctness of language, appropriate vocabulary and style.
3. Develop intrapersonal and interpersonal organizational behaviour.
4. Develop literary appreciation, media analysis and cultural awareness
5. Demonstrate creativity, critical thinking, leadership, and collaborative skills

Course Contents

Module 1 - Creative Writing and Literature (6 hours)

- Literary Forms & Creative Writing for beginners
- Narrative & Screenwriting: story structure, character, dialogue and screenplay
- Literature Interpretation: close reading, themes, society and contemporary issues

Module 2 - Journalism , Editorial and Technical Writing (6 hours)

- Journalistic Writing: news, features, opinion and interviews
- Editing & Content Curation: editing, proofreading, report writing , headlines and structure
- Publication Practices: magazines, newsletters, zines and digital publications
- Job Application and Resume Writing

Module 3 – Critical Thinking (6 hours)

- Argumentation and Logic: constructing arguments, evidence and logical fallacies
- Persuasion and Rhetoric: framing and persuasive techniques
- Negotiation and Debate: rebuttal, negotiation and conflict resolution

Module 4 - Professional Communication For Engineering (6 hours)

- Understanding the basics of Group Discussion and evaluating the difference between the GD and Debate GD
- Understanding the basics of Public Speaking and the importance of Public Speaking
- Understanding Different Types of Techniques to manage and reduce public speaking anxiety
- Crafting a clear and concise speech outline

Module 5 - Organizational Behaviour (6 hours)

- Understanding Personality and Individual Behaviour
- Understanding Group and Interpersonal Behaviour
- Understanding Motivation and Workplace Behaviour

Recommended Reading:

1. E. H. Mcgrath, Basic Managerial Skills for All, Prentice Hall India Learning Private Limited; 9 edition (2011), (ISBN: 9788120343146)
2. R. Subramanian, Professional Ethics, Oxford University Press; Second edition (17 April 2017), (ISBN: 0199475075)
3. Critical Thinking, Academic Writing And Presentation Skills (ISBN 978-813173198)

Evaluation Scheme:

Student performance shall be evaluated continuously and holistically throughout the academic year, with emphasis on consistent engagement, active participation, quality of contribution, and the development of communication and creative competencies. Evaluation shall be based on the following parameters:

Evaluation Component	Assignment / Activity	Marks	Rubrics	
Attendance & Participation	Regular attendance and active participation in scheduled sessions, workshops, competitions, rehearsals, and club activities.	10	Regular Attendance	05
			Active Participation, Active Learning Teamwork & Collaboration Discipline & Professionalism	05
Assignments & Continuous Activities	Mandatory assignments, creative tasks, experiential activities, presentations, group discussions, and activities demonstrating independent thought, originality, reflection, communication, and literary skills.	50	Assignment I Timely Submission-3 Content and Quality-7	10
			Assignment II Timely Submission-3 Content and Quality-7	10
			Assignment III Timely Submission-3 Content and Quality-7	10
			Critical Thinking Activity	10
			Experiential Activities	05
			Improvement in Communication	05
Project Presentation & Final Report	Final project report and presentation evaluating quality, relevance, originality, critical reasoning, communication skills, professionalism, and overall contribution.	40	Final Project I	20
			Final Project II	20
Total		100		100

Sign:

Name: Dr. Nilima Choudhary
Faculty Adviser, Communication and Soft Skills Club

Sign:

Name: Dr. Varshapriya Jyotinagar
Faculty Adviser, Debate and Literary Arts Club

ASSIGNMENT

Assignment 1:

Students shall work in groups to capture an original photograph within the campus and develop a literary piece inspired by it. The piece may be a poem, short fiction, or personal essay, interpreted either literally or metaphorically.

Assignment 2:

Students shall work in groups to document an assigned campus sector such as the mess, canteen, hostels, laboratories, or campus facilities. The report shall include observations, interviews, relevant information, photographs, and appropriate journalistic presentation.

Assignment 3:

Students have to record and upload a 3-minute public speaking video on any topic of their choice on A3 Mint. The speech should have a clear introduction, body, and conclusion, with effective voice modulation, eye contact, and body language. Students should demonstrate confidence, anxiety-management techniques, and audience-appropriate communication.

1. Final Project – 1

20 MARKS

Students will be given a topic on the spot and will be required to deliver a short speech without prior preparation. The activity will assess confidence, clarity of thought, speech organisation, audience engagement, voice modulation, and body language.

2. Final Project – 2

20 MARKS

Students shall work in groups to produce a documentary-style investigative video report on a faculty-assigned contemporary or socially relevant topic. The project shall involve research, fieldwork, interviews, critical analysis, and audiovisual storytelling.