

NIRMA UNIVERSITY
(B. Des- Industrial Design & Communication)
Bachelor of Design, Department of Design
Year I, Semester II

L	T	P	C
		1	0

Course Code	DSP120
Course Title	Essential Communication
Credits	0
Teaching hours:	15 hours

Course Learning Outcomes (CLO)

At the end of the course, students will be able to:

1. Understand how communication process works
2. Develop effective speaking and writing abilities
3. Develop an ability to understand and deliver different kinds of writing
4. Effectively express

Syllabus:

- Types of Communication,
- Process of Communication
- Barriers to Communication
- Essentials of Good Communication
- Verbal and Non-verbal Communication
- Benefits of Effective Listening
- Basic grammar in spoken and written English
- Presentation Skills, Interviews, Public Speaking, Preparing the Speech
- Effective Writing Skills: Elements of Effective Writing, Writing of CV, Drafting an E-mail, Press Release, Report Writing etc

Suggested Readings:

1. *Effective English Communication* by Mohan Krishna, Meenakshi Raman
2. *The Definitive Book of Body Language: The Hidden Meaning Behind People's Gestures and Expressions*, by Barbara Pease, Allan Pease, Bantam Books, 2006
3. *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*, Carmine Gallo, St. Martin's Press, New York, 2014
4. *Essential Communication* by Ronald Adler, George Rodman, Athena du Pre, Oxford University Press, 2015
5. *Simply Said: Communicating Better at Work and Beyond*, by Jay Sullivan, Wiley, 2016

L= Lecture, T= Tutorial, P= Practical, C= Credit

w.e.f. academic year 2018 and onwards