

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BRANCH NAME: BACHELOR OF INTERIOR DESIGN**  
**SUBJECT NAME: COMMUNICATION SKILLS**  
**SUBJECT CODE: 2X15108**  
**1st Year, Semester: 1**

**Prerequisite:**

It is a beginner course. There is no prerequisite for this course.

**Rationale:**

- Enable the students to open up in the first place and start articulating their thoughts and ideas.
- Develop their soft skills and equip them to communicate more effectively.
- Help them develop a design vocabulary to equip them to understand, relate and articulate their design learnings.
- Develop their comprehension skills, basic reading, writing, speaking skills.
- Develop their logical reasoning and their argumentative skills

**Teaching and Assessment Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio		External exam		Internal exam			
			(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva			
02	00	00	02	50	NA	50	NA	100	EXAM

**Content:**

Sr. No.	Content	Total Hours*	% Weightage*
1	<b>Unit -1: Self-Introduction and Ice Breaking, Skill Building, Verbal and non-verbal Communication</b> <ul style="list-style-type: none"> <li>● Body language</li> <li>● Dress code</li> <li>● Assertiveness</li> <li>● Personality development</li> <li>● Time management</li> <li>● Stress Management</li> </ul>	5	15
2	<b>Unit 2 :Introduction to communication:</b> <ul style="list-style-type: none"> <li>● Kinds of communication</li> <li>● Importance and benefits of effective communication</li> <li>● Components/Process of communication</li> </ul>	5	15
3	<b>Unit 3: Verbal Communication</b> <ul style="list-style-type: none"> <li>● Linguistic Skills</li> <li>● Face to face interaction</li> <li>● Group interaction</li> <li>● Presentation Skills</li> <li>● Oral presentation and verbal interaction w.r.t. visual representations</li> <li>● Use of technical terms in oral presentations</li> </ul>	6	20

	<ul style="list-style-type: none"> <li>● Introduction to public speaking</li> <li>● Job Interviews</li> </ul>		
4	<b>Unit 4: Written Communication</b> <ul style="list-style-type: none"> <li>● Grammar</li> <li>● Beginning, composing and ending a message</li> <li>● Resume and cover letter to resume</li> <li>● Business letters</li> <li>● Planning and writing documents / reports</li> </ul>	6	20
5	<b>Unit 5: Design Related Learning</b> <ul style="list-style-type: none"> <li>● Design vocabulary</li> <li>● Design Related Writing (review of any article, book, journal, personality or design)</li> <li>● Presentation of the same by the group</li> </ul>	5	15
6	<b>Unit 6: Applications</b> <ul style="list-style-type: none"> <li>● Elocution</li> <li>● Debate</li> <li>● Group discussion</li> <li>● Presentation / Technical seminar</li> <li>● Extempore</li> <li>● Story building</li> </ul>	5	15

**\*: indicative**

**List of Projects/Assignments\*:**

Lectures, Group discussions, Films, presentations etc  
this is suggestive for common purposes.

**Reference Books:**

1. The Seven Habits of Highly effective people: Powerful Lessons in personal Change - Stephen R Covey
2. Who Moved my Cheese-Dr. Spencer Johnson
3. Communication Skills-Sanjay Kumar and Pushpalata, second edition, India, OUP, 2015
4. Handbook of communication skills and English Grammar-Arvind Shah
5. Handbook of reporting and communication skills- VS Gupta, New Delhi, Concept Publishing Company, 200

\*- this is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy.