

GUJARAT TECHNOLOGICAL UNIVERSITY
BRANCH NAME: B. Arch.
SUBJECT NAME: Architecture Communication Skills-II
SUBJECT CODE: 2X25006
1st Year, Semester: II

Prerequisite:

It is assumed that students have studied Architecture Communication Skills-I taught in semester - I.

Rationale:

Professional correspondence and personality development

Teaching and Assessment Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio		External exam		Internal exam			
				(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva		
NA	2	0	02	50	NA	50	NA	100	EXAM

Content:

Sr. No.	Content	Total Hours*	% Weightage*
1	Precise writing and professional letter writing	08	25%
2	Interview skills and group discussions	08	25%
3	Practice sessions for presentations on various architectural projects	08	25%
4	Personality development sessions	08	25%

*: indicative

Suggested Specification table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
25	25	25	10	05	10

Legends: R: Remembrance; U: Understanding; A: Application; N: Analyze; E: Evaluate; C: create and above levels
 (Revised Bloom's Taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books:

- Jain A. K., Professional Communication Skills: S. Chand publishing
- Lesikar R V, Flatley M E, Rentz K and Pandey, Business Communication: Making Connections in a Digital World 2009: New Delhi, Tata Mcgrow Hill
- Kumar S and Lata P, Communication Skills 2011: New Delhi Oxford University Press
- Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. New Delhi: Pearson, 2009.
- Introduction to Communication skills, Mahajan Publishing House
- Communication Skills, Parul Popat

- Communication Skills, Pearson publishers

Course Outcome:

After learning the course the students should be able to:

1. Understand the factors affecting professional correspondence
2. Build confidence for group discussions, debate or interviews
3. Develop architecture presentation skills – oral, body language etc
4. Enhance personality traits for professional grooming

List of Projects/Assignments*:

Lectures/Presentations, Group discussions, AV materials, Mock presentations/juries/interview sessions etc.

*- this is suggestive for common purpose.