



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Architecture

Level: UG

Branch: Architecture

Subject Code: BA01050061

Subject Name: Architectural Communication Skills-I

w. e. f. Academic Year:	2026-27
Semester:	1 st
Category of the Course:	Skill Enhancement Courses (SEC)

Prerequisite:	Basic knowledge of English
Rationale:	Communication skills are essential for architecture students to effectively express ideas, present design concepts, and interact in academic and professional environments. This course aims to strengthen students' language abilities, grammar, vocabulary, and speaking skills, enabling them to communicate architectural ideas clearly and confidently.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Use strategies to minimize barriers of effective communication.
02	Construct grammatically correct sentences.
03	Develop reading and listening skills in terms of fluency and comprehensibility.
04	Compose different types of written communication.
05	Communicate orally in a given situation with a purpose.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+P	Assessment Pattern and Marks				Total Marks
L	T	P	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	50	00	00	100

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P -Practical; C – Credit, CA - Continuous Assessment; ESE -End Semester Examination.

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Course Content (Theory):

Unit No.	Content	No. of Hours	% of Weightage
1.	Theory of Communication 1.1. Meaning and importance of communication 1.2. Process of communication 1.3. Types of communication: Verbal, Non-verbal, Written, Visual, Listening 1.4. Levels of communication: Intrapersonal, Interpersonal, Extra-personal, Mass Communication 1.5. Barriers to effective communication	06	20%
2.	General English Grammar 1.1. Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Conjunction, Interjection 1.2. Tenses: Present, Past, and Future forms 1.3. Modal auxiliaries and their usage (Can, Could, May, Might, Must, Shall, Will, Should, Would, Ought to, Need) 1.4. Subject-Verb Agreement 1.5. Active and Passive Voice 1.6. Direct and Indirect Speech 1.7. Conditional Sentences	10	40%
3.	Architectural Vocabulary and Presentation Skills 1.1. Basic architectural terminology 1.2. Vocabulary related to form, space, materials, and structure 1.3. Describing architectural drawings and spaces 1.4. Verbal presentation of architectural ideas and concepts	06	20%
4.	Non-verbal communication and body language 1.1. Facial expressions, gestures, posture, and eye contact 1.2. Haptics and proxemics in communication 1.3. Paralanguage: tone, pitch, pace, and volume 1.4. Cultural aspects of communication and professional etiquette	08	20%
	Total	30	100

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Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Distribution of Theory Marks						Total Marks
		R Level	U Level	A Level	N Level	E Level	C Level	
I	Theory of Communication	2	4	4	0	0	0	10
II	General English Grammar	3	4	8	0	0	0	15
III	Architectural Vocabulary	3	5	2	0	0	0	10
IV	Non-verbal communication and body language	2	7	6	0	0	0	15
Total		10	20	20				50
%		20	40	40				100

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

Sr.No.	Title of Book	Author	Publication with place, year and ISBN
1	English Grammar at Glance	M. Gnanamurali	S. Chand & Co. Ltd. 2010 ISBN : 9788121929042
2	Effective English	E. Suresh Kumar & Others	Pearson 2010 ISBN : 9788131731000
3	English Fluency Step 1 & 2	-	Macmillan 2010 ISBN : 9781405003650 9781405003667
4	Technical Communication: A Practical Approach	Pfeiffer, William Sanborn and T.V.S Padmaja	Delhi: Pearson, 2007 ISBN : 9788131700884
5	The Pronunciation of English	Daniel Jones	Cambridge: Cambridge University Press, 4 th Edition 1956, ISBN : 0521093694
6	Ed. English Pronouncing Dictionary	James Hartman & et al.	Cambridge: Cambridge University Press.17 th Edition 2006, ISBN : 0521680867
7	Effective Communication Skills	Kulbhushan Kumar	Khanna Publishing House, New Delhi (Revised Ed. 2018), ISBN : 9789382609940
8	Better English Pronunciation	J.D.O'Connor	Cambridge: Cambridge University

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			Press 1982 ISBN : 0521231523
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(b) Open source software and website:

1. <http://www.learnenglish.de/>
2. <https://www.cambridgeenglish.org/exams-and-tests/linguaskill/>
3. <https://dictionary.cambridge.org/dictionary/english/>
4. <https://www.oxfordlearnersdictionaries.com/definition/academic/>
5. <https://learnenglishkids.britishcouncil.org/>
6. <http://www.free-english-study.com/>
7. <http://www.english-online.org.uk/coursehttp://>
8. www.english-online.org.uk/
9. <http://www.talkenglish.com/>

List of Laboratory/Learning Resources Required:

S. No.	Equipment Name with Broad Specifications
1	Computer system with windows 7 or above with internet connectivity
2	Speakers
3	LCD Projector

Suggested Activities for Students:

Other than the classroom learning, following are the suggested student-related *co-curricular* activities which can be undertaken to accelerate the attainment of the various outcomes in this course: Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

- The experiments should be properly designed and implemented with an attempt to develop different types of skills leading to the achievement of the competency.
- Initiating a conversation with a new comer to your college.
- Assignments using Internet. (Online Listening/Speaking/Vocabulary based exercises and uploading their score, etc. Teacher can decide how to use various online platforms for evaluation purpose.)
- Self-learning Activities using mobile apps/internet
- Discuss current affairs in English with your friends.
- Read storybooks and learn new words and sentence structures

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