



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Program Name: Minor/Hons. Program**

**Level: UG**

**Branch: Minor/Hons. Global Citizenship Personality Development**

**Course/ Subject Code: BE040AQ011**

**Subject Name: Global perspectives of Communication Skills**

w. e. f. Academic Year:	AY 2025-26
Semester:	4 <sup>th</sup>
Category of the Course:	Core Courses

<b>Prerequisite:</b>	Zeal to learn the subject
<b>Rationale:</b>	<ul style="list-style-type: none"> <li>Understanding importance of communication in global environment</li> <li>Understanding linguistic diversities</li> <li>English and global communication</li> <li>Techniques and Technology for effective communication</li> </ul>

### Course Outcomes:

Sr. No.	CO statement	Marks% weightage
CO-1	Students will be able to understand the role of effective communication in diverse global environment.	25%
CO-2	Students will understand the role of mother tongue and linguistic diversity.	25%
CO-3	Students will be able to identify the role of creative English communication for global personality development.	15%
CO-4	Students will understand and analyze different hardware and software tools for effective communication and translation.	15%
CO-5	Students will interpret the importance effective Communication in the Globalised Workplace.	20%

### Teaching and Examination Scheme:

Teaching / Learning Scheme (in Hours per semester)					Total Credits = TH/30	Assessment Pattern and Marks					Total Marks
L	T	P	PBL*	TH		Theory		Tutorial / Practical			
						ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
45	0	30	45	120	4	70	0	0	30	50	150

\* **Problem Based Learning (PBL)** aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Where L = Lecture, T= Tutorial, P= Practical, TW/SL = Term-Work / Self-Learning, TH = Total Hours, PA = Progressive Assessment, ESE = End-Semester Examination



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## Content:

Sr. No.	Content	Total Hrs
1	Communication Skills: a gateway to achieve unity in diversity <ul style="list-style-type: none"><li>● Importance of effective communication skills in global perspectives</li><li>● Need of effective communication in diverse global environment</li><li>● Understanding cross cultural communication to be an effective communicator</li><li>● Traits of an effective communicator</li><li>● Need of Common global communication practice</li></ul>	9
2	Mother tongue and Linguistic diversity <ul style="list-style-type: none"><li>● Mother tongue for effective communication</li><li>● Linguistic diversity and communication</li><li>● Evolvement of English as a global language</li></ul>	8
3	Creative English Communication: <ul style="list-style-type: none"><li>● Steps to inculcate creativity in English communication</li><li>● Importance of listening skills</li><li>● Professional communication-Verbal and Non verbal</li><li>● Effective presentation skills</li><li>● Idea Generation techniques</li></ul>	10
4	Hardware and Software tools for effective communication and translation <ul style="list-style-type: none"><li>● Role of ICT in effective communication skills</li><li>● Hardware and Software tools for effective communication</li><li>● Role of translation in global era and ICT tools for effective translation</li></ul>	8
5	<ul style="list-style-type: none"><li>● Effective Communication in the Globalised Workplace Intrapersonal and interpersonal Communication</li><li>● Culture and communication strategies</li><li>● Establish Work Relationships</li><li>● Powerful negotiation skills</li><li>● Public centric communication</li><li>● Role of an individual, society and organization to understand diverse global environment and collective steps to remove the linguistic barriers</li></ul>	10
<b>TOTAL</b>		<b>45</b>

## Suggested Specification table with Marks (Theory):



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## Distribution of Theory Marks

R Level	U Level	A Level	N Level	E Level	C Level
10%	25%	25%	20%	10%	10%

**R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)**

### Reference Books:

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
- Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
- Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
- Brown, Michele & Gyles Brandreth. How to Interview and be Interviewed. London: Sheldon Press, 1994.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
- Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009. Fensterheim, Herbert and Jean Baer. Don't Say Yes When You Want To Say No. New York: Dell, 1975.

### List of Tutorials:

- Identify the major characteristics of an effective global communicator.
- Explain the role of communication skills to maintain harmony in cultural and linguistic diversity with relevant examples.
- Prepare a list of software and hardware tools available to develop communication skills. Give its presentation in the classroom
- Identify the major steps to develop creativity in communication
- Prepare a detailed report on role of individual, society and organization to remove linguistic barriers.



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## List of suggested activities for Problem Based Learning:

Topic No.	Topic Title	Activity Details	Video Link / Reading Material Link	Estimated Time	Mapped COs
1	Communication Skills: a gateway to achieve unity in diversity	1. Watch: "The Power of Communication" – TEDx Talk by Julian Treasure. After watching, list 5 key qualities of an effective global communicator. 2. Group Activity: Prepare a poster or short skit showing how communication can build unity in a diverse team.	<a href="https://www.youtube.com/watch?v=eIho2S0ZahI">https://www.youtube.com/watch?v=eIho2S0ZahI</a>	4.5 hours	CO-1
2	Cross-Cultural Communication	1. Watch: "Cross-Cultural Communication" by Erin Meyer (INSEAD). After watching, create a comparative chart of communication styles across 3 countries. 2. Role Play: Simulate a business meeting among members from different cultures and identify misunderstandings.	<a href="https://www.youtube.com/watch?v=1mJKX4hQYlo">https://www.youtube.com/watch?v=1mJKX4hQYlo</a>	4.5 hours	CO-1
3	Mother Tongue and Linguistic Diversity	1. Watch: "The Beauty of Multilingualism" – TED Talk by Suzanne Talhouk. Write a reflection (150 words) on how linguistic diversity enriches communication. 2. Group Survey: Conduct a mini campus survey on how students use their mother tongue and English in daily life; present results.	<a href="https://www.youtube.com/watch?v=bNOiwgrZbPE">https://www.youtube.com/watch?v=bNOiwgrZbPE</a>	4.5 hours	CO-2
4	Evolution of English as a Global Language	1. Watch: "Will English Always Be the Global Language?" - David Crystal. After watching, summarize the key reasons behind English's global dominance. 2. Group Presentation: Compare English influence on communication in India vs. another country.	<a href="https://www.youtube.com/watch?v=5Kvs8SxN8mc">https://www.youtube.com/watch?v=5Kvs8SxN8mc</a>	4.5 hours	CO-2



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5	Creative English Communication	<p>1. Watch: “The Secret Structure of Great Talks” by Nancy Duarte. Note 3 storytelling techniques used in presentations.</p> <p>2. Activity: Create a short 2-minute recorded speech using one creative storytelling element.</p>	<a href="https://www.youtube.com/watch?v=1nYFpuc2Umk">https://www.youtube.com/watch?v=1nYFpuc2Umk</a>	4.5 hours	CO-3
6	Listening Skills	<p>1. Watch: “5 Ways to Listen Better” by Julian Treasure. Write 3 techniques you can adopt for active listening.</p> <p>2. Pair Activity: Conduct a listening test – one student narrates a story, the other summarizes without missing key points.</p>	<a href="https://www.youtube.com/watch?v=cSohjLYQI2A">https://www.youtube.com/watch?v=cSohjLYQI2A</a>	4.5 hours	CO-3
7	Presentation and Non-Verbal Skills	<p>1. Watch: “Your Body Language May Shape Who You Are” by Amy Cuddy. Reflect on how body language affects confidence.</p> <p>2. Workshop: Deliver a 3-minute presentation on a global issue using voice modulation, gestures, and visuals.</p>	<a href="https://www.youtube.com/watch?v=Ks-Mh1QhMc">https://www.youtube.com/watch?v=Ks-Mh1QhMc</a>	4.5 hours	CO-3
8	ICT Tools for Communication and Translation	<p>1. Watch: How Gen Z and TikTok are changing the way we speak - The Global Story podcast, BBC World Service Identify 3 digital tools that enhance communication.</p> <p>2. Group Task: Explore any translation software (Google Translate, DeepL, Microsoft Translator) and present pros/cons.</p>	<a href="https://www.youtube.com/watch?v=p-N3-Q8WyfU">https://www.youtube.com/watch?v=p-N3-Q8WyfU</a>	4.5 hours	CO-4
9	Effective Communication in the Globalized Workplace	<p>1. Watch: “Cross-Cultural Communication in Business” – Harvard Business Review. List 5 workplace communication challenges.</p> <p>2. Group Simulation: Role-play a multinational meeting resolving a workplace misunderstanding due to cultural differences.</p>	<a href="https://www.youtube.com/watch?v=YMyofREc5Jk">https://www.youtube.com/watch?v=YMyofREc5Jk</a>	4.5 hours	CO-5
10	Negotiation and Public Communication	<p>1. Watch: “The Art of Negotiation” by William Ury (TEDx). Note down 3 practical negotiation principles.</p> <p>2. Activity: Conduct a mock public negotiation</p>	<a href="https://www.youtube.com/watch?v=sajCKwxXG_g">https://www.youtube.com/watch?v=sajCKwxXG_g</a>	4.5 hours	CO-5



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		scenario (e.g., campus event budget or team conflict) and reflect on communication behavior.			
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