



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering
Global Citizenship Personality Development

Subject Code: N114AQ01

Semester – IV (w.e.f. AY 2024-25)

Subject Name: Global perspectives of Communication Skills

Type of course: Minor Degree

Prerequisite: Zeal to learn the subject

Rationale:

1. Understanding importance of communication in global environment
2. Understanding linguistic diversities
3. English and global communication
4. Techniques and Technology for effective communication

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits C | Examination Marks | | | | Total Marks |
|-----------------|---|---|--------------|-------------------|--------|-----------------|--------|----------------|
| L | T | P | | Theory Marks | | Practical Marks | | |
| | | | | ESE (E) | PA (M) | ESE (V) | PA (I) | |
| 3 | 0 | 2 | 4 | 70 | - | 30 | -- | 100 |

Content:

| Sr. No. | Content | Total Hrs |
|---------|--|-----------|
| 1 | Communication Skills: a gateway to achieve unity in diversity Importance of effective communication skills in global perspectives Need of effective communication in diverse global environment Understanding cross cultural communication to be an effective communicator Traits of an effective communicator Need of Common global communication practice | 8 |
| 2 | Mother tongue and Linguistic diversity Mother tongue for effective communication Linguistic diversity and communication Evolution of English as a global language | 8 |
| 3 | Creative English Communication: Steps to inculcate creativity in English communication Importance of listening skills Professional communication-Verbal and Non verbal Effective presentation skills Idea Generation techniques | 10 |
| 4 | Hardware and Software tools for effective communication and translation Role of ICT in effective communication skills Hardware and Software tools for effective communication | 8 |



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|---|--|---|
| | Role of translation in global era and ICT tools for effective translation | |
| 5 | Effective Communication in the Globalised Workplace Intrapersonal and interpersonal Communication Culture and communication strategies Establish Work Relationships Powerful negotiation skills Public centric communication Role of an individual, society and organization to understand diverse global environment and collective steps to remove the linguistic barriers | 8 |

Suggested Specification table with Marks (Theory):

| Distribution of Theory Marks | | | | | |
|------------------------------|------------|------------|------------|------------|------------|
| R Level | U Level | A Level | N Level | E Level | C Level |
| 10% | 25% | 25% | 20% | 10% | 10% |

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and 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:

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
2. Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
3. Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
4. Brown, Michele & Gyles Brandreth. How to Interview and be Interviewed. London: Sheldon Press, 1994.
5. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.
6. 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.



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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% |

Indicative Assignments/Tutorials:

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