

# **BABA FARID COLLEGE OF ENGINEERING & TECHNOLOGY**

Brochure  
**LANGUAGE & COMMUNICATION  
SKILLS**

**Session 2018-19**

In addition to significant advances in communication technology, spoken and written words have a significant influence on both our personal and professional life, ushering in a new era of communication. Consequently proficiency, accuracy, and effectiveness in the language we use are considered vitally important. With English becoming a link language worldwide, proficiency in it is considered essential for a person's personal and professional growth. So, it should come as no surprise that good English communication not only helps students land their ideal employment but also defines and redefines them in this cut throat environment.

Baba Farid College of Engineering and Technology has taken on the task of changing the traditional lecture method into an interactive platform where everyone may voice their opinions in order to help the students succeed after realizing the importance of language and communication skills. School of Skill Development has an aim of developing employability skills in students which would enable them to seek a career of their choice. Language and Communication skills are an essential part of employability as it covers each and every aspect of an individual's professional career. In order to develop these skills students need to work upon a lot of aspects ranging from reading skills, speaking skills, writing skills to listening skills.

The School of Skill of Development is aware of the importance of having strong communication abilities, which are a requirement for being prepared for employment in both the private and public sectors. Language proficiency is a crucial component of active communication. So, emphasis would be placed on learning English as a language that is widely used for communication.

Training in language and communication skills will enable students to present themselves and get the necessary information in an efficient manner.

This will serve as a motivator for them to advance and pursue their preferred careers.

# OBJECTIVES

1. Get knowledge of the interpersonal communication process.
2. Enhance analytical and critical thinking abilities
3. Develop your capacity for listening, observation, and problem-solving
4. Achieve functional competency in speaking, writing, listening, and reading.
5. Interpret, decode, and evaluate real writings from various genres.
6. To give standards for written business communication abilities

# MODULES

## **PUNCTUATION AND PRONUNCIATION ENHANCEMENT TECHNIQUES**

Grammar and punctuation are essential for the same reason that spelling is important: bad spelling results in poor communication. Students will learn the skills necessary to enhance their spelling and punctuation at the School of Skill Development. Pronunciation skills give us the ability to communicate effectively. These skills allow the speaker to convey his/her message in a clear, passionate, thoughtful and convincing manner.

## **FOUNDATION OF COMMUNICATIONS SKILLS**

Students will get guidance on how to strengthen their fundamental communication skills—listening, speaking, and writing—from the School of Skill Development in order to improve their communication abilities.

## **WRITING BUSINESS E-MAILS (FORMAL/SEMI-FORMAL)**

Email etiquette refers to the principles of behavior that one should use when writing or answering email messages. It is also known as the code of conduct for email communication. School of Skill Development understands the need for this skill and would impart this to students.

## **ART OF PUBLIC SPEAKING**

School of Skill Development will lay emphasis on developing the Speaking skills of the students. The students will be acquainted with the various techniques involved in effective verbal communication. Speaking skills allow the speaker, to convey his message in a passionate, thoughtful and convincing manner.

## **NON-VERBAL COMMUNICATIONS**

Non-Verbal Communication forms an essential aspect of effective communication. The School of Skill Development would train the students in Non-Verbal Communication which encapsulates Body Language, Gestures, Postures etc.

## **GROUP DISCUSSIONS**

Group Discussion is a communicative situation that allows its participants to share their views and opinions with other participants. School of Skill Development will provide guidelines to students for a systematic exchange of information, views and opinions about a topic, problem, issue or situation among the members of a group who share some common objectives.

## **DATE OF COMMENCEMENT**

20 August, 2018

## **CO-ORDINATOR**

Mr. Gursimran Singh Gill

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