

BABA FARID COLLEGE OF ENGINEERING & TECHNOLOGY

Brochure

**LANGUAGE &
COMMUNICATION
SKILLS**

Session 2019-20




PREFACE

It is well acknowledged that having strong communication skills is essential for both students and professionals to succeed in their respective fields. There is a great need for high-quality English teaching and learning globally due to the ever-increasing requirement for effective communication skills in the language. Today's corporations struggle with attrition and uneducated labour, both of which can be attributed to poor communication skills. Everyone in the current situation, whether an Engineer, a graduate, or an undergraduate, must communicate in English someplace. But, they fall short because of their poor English. Such business comments and distressing stories of unemployed Indian graduates are a wake-up call for both students and educational institutions.

To lessen the effect of this gap and considering the need of effective communication skills which is the requisite for being job ready in corporate as well as in public sector, Baba Farid College of Engineering & Technology through School of Skill Development (SSD) emphasis focuses upon developing a globally prevalent mode of conversing in the form of English Language Training. An important aspect of being an effective communicator is the linguistic ability of an individual to convey his thoughts in a simplified manner.

Communication is more than reading and writing. It's about choosing the relevant message according to the target audience. An effective communicator can perform jobs and tasks better through avoiding confusion and by resolving conflicts. Effective communication skills make us employable, regardless of the specialization we have chosen. Phonetics and grammatical skills act as major contributors in our bid to impart language trainings.



OBJECTIVES

1. Get knowledge of the interpersonal communication process.
2. Enhance analytical and critical thinking abilities
3. Enhance analytical and critical thinking abilities Improve listening, observational skills and problem solving capabilities.
4. Achieve functional proficiency in listening, speaking, reading and writing
5. Decode, analyze and interpret authentic texts of different genres
6. To provide guidelines on written business and communication skills.

MODULES

GRAMMATICAL SKILLS

Since it sounds complete, many individuals can tell whether a group of words is a logical phrase. A grammatical mistake will cause the statement to read incorrectly. Students will receive guidance from the School of Skill Development on how to express oneself effectively using grammar.

PRONUNCIATION AND FLUENCY

The SSD places a strong focus on helping students gain better English pronunciation and fluency. We are able to properly communicate thanks to this capacity. These abilities enable the speaker to make his point in a passionate, considerate, and persuasive way.

SPEAKING SKILLS

School of Skill Development lays emphasis on developing the Speaking skills of the students. Speaking skills are the skills that give us the ability to communicate effectively. These skills allows the speaker to convey his/her message in a passionate, thoughtful and convincing manner.

WRITING LETTER/EMAIL

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 of this skill and imparts this to students.

DEBATES & DECLAMATIONS

The School of Skill Development would motivate students for Public speaking and for that various activities would be held. Debate is a formal discussion on a specific topic, where individuals present views in favour or in against the topic of the debate. Declamation reveals the ideals and a particular point of view of the speaker.

LISTENING SKILLS

School of Skill Development will work on improving the Listening skills of students. Listening is the ability to accurately receive and interpret messages in the communication process. Effective listening is a skill that underpins all positive human relationships.

DATE OF COMMENCEMENT

22nd August, 2019

CO-ORDINATOR

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