

**Name of the Programme: MSc Integrated**

**Course Code: IMC 206**

**Title of the Course: Soft Skills - II (Written Communication)**

**Number of Credits: 2(2L-0T-0P)**

**Effective from AY: 2020-21**

<b>Prerequisites for the course:</b>	Nil	
<b>Objective:</b>	To introduce the essentials of effective communication in different contexts	
<b>Content:</b>	Written Communication: Fundamentals of effective writing; different forms of written communication; report writing, creative writing; Structure and content of various types of reports; Creativity in Communication	12 hours
	Competitive versus collaborative communication, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation;	12 hours
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>CourseOutcomes:</b>	<ol style="list-style-type: none"><li>1. Develop effective written communication skills.</li><li>2. Write for different purposes and audiences.</li><li>3. Organize and structure written content.</li><li>4. Develop research and citation skills.</li></ol>	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. Business and Professional Communication by Kelly M. Quintanilla and Shawn T. Wahl, latest Edition, Sage Publications</li><li>2. Effective Business Communication by AnjaneeSethi ,BhavnaAdhikari, Tata MacGraw Hill Education, India.</li><li>3. How to be a Great Communicator in Person, On Paper, and on PodiumbyNidoQubein, Viva Books, India.</li></ol>	