



**MEHRAN UNIVERSITY OF ENGINEERING & TECHNOLOGY, JAMSHORO**  
**CENTRE OF ENGLISH LANGUAGE & LINGUISTICS (CELL)**  
**B.Sc. Engineering Technology (English Courses)**

**Title of Subject :** Communication Skills (Th)  
**Code :** ENG-202  
**Discipline :** 3rd /4th Semester  
**Program :** B.Sc. Engineering Technology Programs  
**Effective :** 24 Batch and onwards  
**Pre-requisite :** Functional English  
**Co-requisite :** Nil  
**Assessment :** 10% Sessional, 40% Written Semester Examination (15% Mid, 25% Final)  
**Marks :** 50 + 00  
**Credit Hours :** 02 + 00  
**Minimum Contact Hours:** 30 + 00

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### Course Learning Outcomes

After completing the “Communication Skills” course, each student will be able to:

CLO No.	Description	Domain	Taxonomy Level	Linking to PLOs
CLO-1	Use various types of communication styles and forms	Cognitive	C-6	PLO-10
CLO-2	Use integrated skills to communicate effectively in professional settings and beyond.	Cognitive	C-3/A3	PLO-9
CLO-3	Identifying short comings of situations and coping with them from various dimensions	Affective A2	A2	PLO-10

### Course Contents:

**Introduction to communication:** Explanation, concept, kinds and process of communications. Effective communication, SEF model and characteristics of communications, barriers to communications.

**Principles of Communication:** Introduction to seven C’s, role of seven C’s, use of seven C’s in daily and business communication.

**Handling Business/Professional Meetings:** Negotiation, greetings, breaking ice and conflict resolution skills, agenda writing, minutes of the meeting, recording and presenting minutes of the meeting, successful. Presentation techniques including collecting and managing material, making and using audio visual aids, handling questions and audiences, attention getting techniques, personal management in presentation, persuasive communication.

**Presentation Skills:** Formal Presentation Skills (3 P’S of Presentation), Public Speaking-Do’s and Don’ts, Target audience, required message, selection of medium and topic and group presentations.

**Digital Communication:** Online presentation, online meetings and virtual preparedness

**Recommended Books (latest Edition)**

1. DeVito, J. A., O'Rourke, S., & O'Neill, L. Human communication. New York: Longman.
2. Leigh, A., & Maynard, M. Perfect Presentation: All You Need to Get it Right First Time. Arrow (A Division of Random House Group).
3. Morreale, S. P., Spitzberg, B. H., & Barge, J. K. Human communication: Motivation, knowledge, and skills. Belmont, CA: Wadsworth/Thomson Learning.
4. Guffey, M. E. Business communication: Process & product. Cengage Learning Canada Inc.
5. Courtland, L. B., & John, V. T. Business communication today. British Library

### **Approval**

Board of Studies, CELL	Res. No.12.1	Dated: 20.11.2023
Board of Faculty (FoST&H)	Res. No. 8.1	Dated: 30.11.2023
Academic Council	Res. No.	Dated: