

|                                                                                                                  |           |           |                   |                                                  |                                         |
|------------------------------------------------------------------------------------------------------------------|-----------|-----------|-------------------|--------------------------------------------------|-----------------------------------------|
| Programme: B.Sc.(Artificial Intelligence & Data Science)                                                         |           |           |                   | Semester : II                                    |                                         |
| Course : Advanced Communication                                                                                  |           |           |                   | Code:                                            |                                         |
| Academic Year: 2026-27    Batch: 2026-29                                                                         |           |           |                   |                                                  |                                         |
| Teaching Scheme                                                                                                  |           |           | Evaluation Scheme |                                                  |                                         |
| Lectures                                                                                                         | Practical | Tutorials | Credits           | Internal Continuous Assessment (ICA) (weightage) | Term End Examinations (TEE) (weightage) |
| 30                                                                                                               | Nil       | Nil       | 02                | 20 marks /40% of the total marks                 | 30 marks /60% of the total marks        |
| Particulars                                                                                                      |           |           |                   | %                                                |                                         |
| Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time) |           |           |                   | 40%                                              |                                         |
| Class test, Quiz/presentation/Viva-Voce (OR)<br>Assignment/Project, Quiz and presentation/Viva-Voce              |           |           |                   | 10+5+5=20 Marks                                  |                                         |

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning Objectives:</b> | <ul style="list-style-type: none"> <li>To analyse how digital communication has reshaped interpersonal communication and organizational communication</li> <li>To draft clear and concise messages after understanding the communication goals and the target audiences</li> <li>To outline the key concepts related to digital communication, including social media, mobile communication and digital communication</li> </ul> |
| <b>Learning Outcomes :</b>  | <ul style="list-style-type: none"> <li>Learners will realize the concepts and relevance of digital communication in the context of digital age</li> <li>Learners will be able to define their own thoughts effective usage of language</li> <li>Learners will demonstrate proficiency in drafting objective oriented written correspondence</li> </ul>                                                                           |
| <b>Pedagogy:</b>            | <ul style="list-style-type: none"> <li>Lecture</li> <li>Presentation</li> <li>Classroom interaction</li> <li>Roleplays</li> <li>Peer Learning</li> <li>Group discussions / Debate</li> </ul>                                                                                                                                                                                                                                     |

**Each lecture session would be of one hour duration (30 sessions).**

| <b>Module</b> | <b>Module Content</b>                                                                                                                                           | <b>Module Wise Pedagogy Used</b> | <b>Module Wise Duration/ Lectures</b> |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---------------------------------------|
| I             | Communication in Digital Age: <ul style="list-style-type: none"> <li>Introduction</li> <li>Influence of digital media on interpersonal communication</li> </ul> | Lecture, AV presentations        | 15                                    |

|    |                                                                                                                                                                                                                                                                                                                                                    |                                                |    |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|----|
|    | <ul style="list-style-type: none"> <li>• Concept of digital workspace, Communication in digital workspace and Communication Ethics</li> <li>• Reading and comprehension Skills</li> <li>• Thinking skills and mind mapping</li> </ul>                                                                                                              |                                                |    |
| II | <p>Writing Skills:</p> <ul style="list-style-type: none"> <li>• Paraphrasing</li> <li>• Summarization, Precis writing, Synopsis and Abstract</li> <li>• Technical Writing &amp; Interpretation of infographics</li> <li>• Translation Skills</li> <li>• Drafting notice, agenda, emails, Circular, Minutes of the Meetings, Resolutions</li> </ul> | Lecture / Classroom activities / peer learning | 15 |

## REFERENCE BOOKS

1. Smith, J. A. (2018). *Effective Communication: Strategies for Success* (2nd ed.). Pearson.
2. Hargie, O., Dickson, D., & Tourish, D. (2004). *Communication skills for effective management*.
3. Hanh, T. N. (2013). *The art of communicating*. Random House.
4. Kahlon, M. (2013). Art of speaking-An Impression of man: Analysing the need for communication and soft skills. *Pertanika Journal of Social Sciences & Humanities*, 21(2).
5. Garner, B. A. (2013). *HBR guide to better business writing (HBR Guide Series)*. Harvard Business Review Press.
6. McKay, M., Davis, M., & Fanning, P. (2009). *Messages: The communication skills book*. New Harbinger Publications.
7. Roman, K., & Raphaelson, J. (2010). *Writing that works: How to communicate effectively in business*. Harper Collins.
8. Andersen, P. A. (1999). *Nonverbal communication: Forms and functions* (2nd ed.). Mayfield Publishing Company.
9. Davis, P. Q. (Ed.). (2017). *Advanced Communication Techniques* (4th ed.). Oxford University Press.
10. Roeh, I. (2017). *Digital communication: Strategic and operational communication in the digital age*. Palgrave Macmillan.

**Internal Continuous Assessment (ICA) Pattern**

| <b>Sr No.</b> | <b>Examination Method</b> | <b>Marks</b> |
|---------------|---------------------------|--------------|
| 1             | Project / Assignment      | 10           |
| 2             | Viva / Presentation       | 5            |
| 3             | Class Participation       | 5            |
|               | <b>TOTAL</b>              | <b>20</b>    |

**Term End Examinations (TEE)  
Question Paper Pattern**

| <b>Question No.</b> | <b>Description</b>                                                         | <b>Total Marks</b> |
|---------------------|----------------------------------------------------------------------------|--------------------|
| 1                   | Concept Based / Case Study                                                 | 6                  |
| 2                   | A. Full Length Theory Question <b>OR</b><br>B. Full Length Theory Question | 12                 |
| 3                   | Short Notes (3 out of 4)                                                   | 12                 |
|                     | <b>TOTAL</b>                                                               | <b>30</b>          |