

VAC112	SUCCESSFUL COMMUNICATION - WRITING AND PRESENTATION
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course is designed to enhance communication skills in both written and oral forms. Effective communication is essential for personal and professional success. Whether the students are crafting a persuasive business report or delivering a compelling presentation, this course will equip them with the knowledge, tools, and techniques to excel in various communication scenarios.

Course Objectives

Students will be able to:

- Become proficient writing skills for various contexts, such as emails, reports, and proposals.
- Improve presentation skills, including organization, delivery, and visual aids.
- Apply effective communication principles and strategies.
- Develop confidence in expressing ideas and information to diverse audiences.
- Enhance critical thinking and problem-solving abilities.

Course Outcomes

On completion of this course, students will be able to:

CO 1: Produce well-structured and persuasive written documents.

CO 2: Deliver engaging presentations with confidence and clarity.

CO 3: Apply communication theories and strategies to real-world situations.

CO 4: Utilize visual aids effectively to support oral presentations.

CO 5: Analyze and adapt communication styles for different audiences and purposes.

Course Content

Module 1: Foundations of Successful Communication

6 hours

- Understanding the communication process
- Barriers to effective communication
- Communication styles and strategies

Module 2: Written Communication Skills

7 hours

- Writing fundamentals: grammar, punctuation, and style
- Email etiquette and professional correspondence
- Crafting effective business reports and proposals

Module 3: Presentation Skills

7 hours

- Structuring and organizing presentations
- Non-verbal communication and body language
- Engaging the audience and handling questions

Module 4: Visual Aids and Technology

5 hours

- Effective use of visual aids (e.g., slides, charts)
- Incorporating technology into presentations
- Avoiding common multimedia mistakes

Module 5: Adapting to Diverse Audiences

5 hours

- Tailoring communication to different audiences
- Cultural sensitivity and global communication
- Persuasion and negotiation techniques

Practicum

Students will engage in multiple practical exercises and presentations throughout the course. They will receive constructive feedback from both instructors and peers to continuously refine their communication skills.

Textbooks

Guffey, M. E., & Loewy, D. (2020). Business Communication: Process and Product. Cengage Learning.

O'Hair, D., Wiemann, M., Mullin, D. I., & Wiemann, M. (2020). Real Communication: An Introduction. Bedford/St. Martin's.

Reference Books

Lannon, J. M., & Gurak, L. J. (2018). Technical Communication. Pearson.

Locker, K. O., & Kaczmarek, S. K. (2019). Business and Administrative Communication. McGraw-Hill Education.

	Evaluation Component	Weightage (%)
1	Activities	20
2	Project/Presentation	20

3	Attendance	10
4	End Term Examination	50

VAC119	RESHAPING INTELLIGENT BUSINESS AND INDUSTRY: CONVERGENCE OF AI AND ML
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course introduces concepts, algorithms, and techniques of machine learning algorithm on different types of datasets, which covers data mining algorithms. The course focus on understanding the application domains of artificial intelligence that covers wide range of sectors such as banking, retail, airline, agriculture and many more. The importance of research writing is also analyzed that includes identifying the research gaps and making inferences from the literature.

Course Objectives

Students will be able to:

- have clear understanding of the problem-solving processes.
- gain idea of supervised, unsupervised and reinforcement learning.
- understand the real time applications of AI and Machine learning.
- understand the scope and significance of research.
- develop basic skills of generating research reports.

Course Outcomes

On completion of this course students will be able to:

CO 1: Analyze and design a real world problem for implementation and understanding the dynamic behavior of a system.

CO 2: Understanding the various domains of Artificial Intelligence techniques such as game playing techniques, Healthcare, Banking and Education System.

CO 3: Understanding different Machine learning Algorithms

CO 4: Understanding the importance of Research Writing

CO 5: Develop an understanding of the data cleaning and its related Issues.



K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2022-23/ 3072 (B)

Dated: 5th August, 2022

NOTICE

This is to put for information that School of Journalism & Mass Communication is offering Value-Added Course (VAC) for all interested students during Odd Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC112	Successful Communication - Writing and Presentation	SJMC	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 05 September 2022

Course End Date: 29 December 2022

All interested students are required to confirm their registration with the Dean-School of Journalism & Mass Communication latest by **27th August, 2022.**

Registrar Registrar
K R Mangalam University
Copy to: Solwa Road, Gurugram (Haryana)

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

: For kind information

Registrar
K.R. Mangalam University
Solwa Road, Gurugram (Haryana)



ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC112

COURSE TITLE: SUCCESSFUL COMMUNICATION

- WRITING AND PRESENTATION

ROLL NO	NAME	PROGRAMME	SEMESTER	5-Sep-22	8-Sep-22	10-Sep-22	12-Sep-22	15-Sep-22	17-Sep-22	22-Sep-22	22-Sep-22	24-Sep-22	26-Sep-22	29-Sep-22
2105230005	VINITA KUMARI	LLB (Hons.)	Semester-III	P	P	P	P	P	P	P	P	P	P	P


COURSE INCHARGE



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

DEAN
School of Journalism &
Mass Communication (SJMC)
K.R. Mangalam University
Sohna road, Gurugram Haryana 122103



ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC112
COURSE TITLE: SUCCESSFUL COMMUNICATION
- WRITING AND PRESENTATION

ROLL NO	NAME	29-Oct-22	31-Oct-22	1-Nov-22	5-Nov-22	7-Nov-22	10-Nov-22	12-Nov-22	14-Nov-22	17-Nov-22	19-Nov-22	21-Nov-22	24-Nov-22	26-Nov-22
2105230005	VINITA KUMARI	P	P	P	P	P	P	P	P	P	P	P	P	P


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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC112
COURSE TITLE: SUCCESSFUL COMMUNICATION
- WRITING AND PRESENTATION

ROLL NO	NAME	28-Nov-22	1-Dec-22	3-Dec-22	5-Dec-22	8-Dec-22	10-Dec-22	12-Dec-22	15-Dec-22	17-Dec-22	19-Dec-22	22-Dec-22	24-Dec-22	26-Dec-22
2105230005	VINITA KUMARI	P	P	P	P	P	P	P	A	P	P	P	A	P


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ATTENDANCE SHEET
VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC112
COURSE TITLE: SUCCESSFUL COMMUNICATION
- WRITING AND PRESENTATION

ROLL NO	NAME	29-Dec-22	Total	Present	Percentage
2105230005	VINITA KUMARI	P	51	47	92.16

[Signature]
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Mass Communication (SJMC)
K.R. Mangalam University
Sohna road, Gurugram Haryana 122103



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE (VAC)
ACADEMIC YEAR 2022-23
COURSE CODE: VAC112
COURSE TITLE: " SUCCESSFUL COMMUNICATION - WRITING AND PRESENTATION"
COURSE OFFERED BY: SJMC
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAM	SEMESTER	COURSE	COURSE Q	COURSE TITLE	SCHOOL
1	2022-23	2105230005	VINITA KUMARI	LLB (Hons.)	Semester-II	VAC112		SUCCESSFUL COMMUNICATION	SCHOOL OF LEGAL STUDIES(SOLS)

[Signature]

Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)



K. R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

CERTIFICATE OF COMPLETION

This is to certify that **VINITA KUMARI**, University Enrolment No **2105230005** of **LLB (Hons.)** programme has successfully qualified **VALUE ADDED COURSE VAC112 (SUCCESSFUL COMMUNICATION - WRITING AND PRESENTATION)** during Academic Session **2022-23 (Odd Semester)**.

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Date: 20.02.2023

Controller of Examination

Jul

Registrar

K. R. Mangalam University
Gurgaon, Gurugram, (Haryana)