



**DEPARTMENT OF ARCHITECTURE
UNIVERSITY OF THE PUNJAB, LAHORE.**

**BACHELORS OF ARCHITECTURE (B. ARCH)
5 YEARS PROGRAM**

COURSE OUTLINE

Course Title	Communication Skills
Course Code	ARCH-295
Credit Hours	2
Semester	Spring
Prerequisites	NA
Tutor	As per Timetable
Student Advising	As per Timetable
Contact	-

Teacher Signature

Chairman Signature

Course introduction

This course is designed to develop the ability of students to focus on outcome, tune in to audience and develop message for clarity and impact. The ability to create an environment for open discussion and ongoing dialogue is crucial for communication success.

Learning Objective:

The communication skills covered in this course will increase students' ability to exercise choice and control for every type of conversation, influence without authority and improve quality of relationships and productivity. Moreover, Report Writing aims at preparing students for writing effective academic and business reports. To achieve this goal, different classroom strategies such as lecturing, multimedia presentations, and group discussions will be pursued. Moreover, students will be asked to write reports, and regular feedback will be provided by the course instructor.

Outcome

By the end of this course students will be able to

1. Understand the Perspectives and Process of Communication
2. Write Dialogue and Role-Plays
3. Understand and Manage Conflict
4. Write Short and Long Reports
5. Use Presentation Skills and Body Language

Learning Methodology:

- Lectures as provided in the schedule of the semester activities
- Study of Archival Material and recommended books
- Guest Lectures as per requirement
- Presentation on allocated topics

Grade Evaluation Criteria

Following, is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation	Marks in percentage
Sessional (Assignments, Quizzes, Presentations)	30
Mid Term	30
Final examination	40
Total	100

Content	
Unit 1	<p>Introduction: Communication Skills</p> <ul style="list-style-type: none"> • Set clear communication objectives • Clarify the requirements and process that is most effective to achieve communication outcomes • Identify and utilize common ground for successful interactions • Editing for errors in sentence construction (Articles, parts of speech, etc.)
Unit 2	<p>The Perspectives and Process of Communication</p> <ul style="list-style-type: none"> • Stages of Communication • Prepare the message • Match the message • Deliver the message • Barriers to communication
Unit 3	<p>Comprehension Skills</p> <ul style="list-style-type: none"> • General features and components of a comprehension passage • General classification of passages (discursive, persuasive, narrative, etc.) • Attempting Comprehension questions • Making Accurate Inferences
Unit 4	Student Presentation
Unit 5	<p>Dialogue Writing and Role-Plays (Foreword to Uninhibited Presentations)</p> <ul style="list-style-type: none"> • Everyday situations contextualized with colloquial communication • Basic principles of business communication • Dialogue Writing and Role-Plays in daily and business situations
Unit 6	<p>Challenging Situations Understanding and Managing Conflict</p> <ul style="list-style-type: none"> • Communicating non-defensively • Communicating exercise-real plays • Facilitating team communications • Dealing with dreaded behaviors • Team exercise-difficult situations
Unit 7	
Unit 8	Précis Writing and Authentic Summarization

	<ul style="list-style-type: none"> • Meanings and important points of paragraphs • Identifying thesis statement • Identifying evidence and biases • Writing an effective précis
Unit 9	Mid Term Exam
Unit 10	Short and Long Report Writing <ul style="list-style-type: none"> • Writing Memos (Memorandum) • Writing a long, and a short report • News release and company policies
Unit 11	Presentation Skills and Body Language
Unit 12	<ul style="list-style-type: none"> • Personality development (emphasis on content, style and pronunciation) • Professional presentations • Using presentation software tools • Delivering short addresses and speeches • Technical communication • Handling telephonic and e-mail communication • Interviewing skills • Group discussions • Updating knowledge power • Utilizing library sources for presentation knowledge power
Unit 13	Student Presentation
Unit 14	Feedback and Reflection
Unit 15	<ul style="list-style-type: none"> • Assessment of learning in students through revision exercises • Feedback by students on their constructive learning of the course • Reflection for future pursuit
Unit 16	Discussion on Term Paper
Unit 17	Discussion on Term Paper
Unit 18	Final Exam
Recommended Books/References	<ul style="list-style-type: none"> • <i>Business and Report Writing Skills</i>. Charles Sturt University, 2008. • Butler, Paul, John Manfredi, and Peter Klein. <i>Unleashing the Power of Strategic Thinking: Think to Win</i>. New York: McGraw Hill Publication, 2015. • <i>Effective Communication Skills</i>. MTD Training and Ventus Publishing APS, 2010. • <i>Effective Communications: Communication Skills</i>. www. Free-management-ebooks.com, 2013. • Gerson, Steven M. <i>A Teacher's Guide to Technical Writing</i>. • Nikitina, Arina. <i>Improve Your Writing Skills</i>. ArinaNikitina&Ventus Publishing APS, 2012.

	<ul style="list-style-type: none">• Spuida, Bernhard. <i>Technical Writing Made Easier</i>. March 2002• White, David. <i>Management & Communication Skills</i>. University of the London Press, 2007.• Worth, Richard (ed.). <i>Communication Skills</i>. New York: Ferguson Publishing Company, 2004.
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