

Department of English and Foreign Languages

ABILITY ENHANCEMENT COURSE (AEC)-Communication through Digital Tools

No. of Hours-30

(30 Hours Practical)

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title	Credits	Credit distribution of the Course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
AEC: Communication through Digital Tools	2	0	0	2	XII	Nil

Semester III

Learning Objectives:

- To introduce students to various digital communication tools and their role in their personal and professional lives.
- To develop proficiency in writing and managing email communication with appropriate etiquette.
- To equip students with the skills required for conducting and participating in virtual meetings, webinars, and video conferencing.
- To familiarize students with digital content creation on social media and blogging platforms.
- To enhance students ability to build and maintain a professional online presence for networking and career growth.

Learning Outcomes:

After studying this course, students will be able to:

- Understand the significance of effective communication in digital and professional settings.
- Compose clear, concise, and professional emails following proper etiquette.
- Effectively conduct and engage in virtual meetings and webinars using video conferencing tools.
- Utilize digital platforms for content creation and professional communication.

Unit	Topic
Unit I	Communication tools in the digital era: An Overview Importance of effective communication in personal and professional life

	Email Communication: Writing effective emails, managing email communication etiquette
Unit II	Video Conferencing and Webinars: Conducting virtual meetings using video conferencing tools, Engaging participants in online webinars, Tips for effective virtual communication and presentation skills
Unit III	Digital Platforms and Content Creation Digital platforms (Instagram, Facebook, WhatsApp) and the use of AI chatbots for content creation Virtual Networking Networking strategies on professional platforms (LinkedIn)

Suggested Reading:

- *Art of social media: Power Tip for Power Users* by Guy Kawasaki and Peg Fitzpatrick
- *India Social: How Social Media is Leading the Charge and Changing the Country* by Ankit Lal
- *Social Media: Strategies To Mastering Your Brand-Facebook, Instagram, Twitter and Snapchat* (Social Media, Social Media Marketing) by David Kelly
- *Strategic Social Media Management: Theory and Practice* by Karen E. Sutherland

Note:

Examination: Subject to the University's directions.