

Suggested Teaching Guidelines for
Effective Communication – PG-DBDA Aug 19

Duration: 50 class room hours

Objective: To reinforce knowledge of communication

Prerequisites: Knowledge of English.

Evaluation method: Internal Exam – 100% weightage

List of Books / Other training material

Text Book:

No specific courseware for module, faculty may share some course materials.

Reference:

1. Business Communication by H S Mukerjee / Oxford University Press
2. Business Communication by R K Madhukar / Vikas Publishing House Pvt. Ltd.
3. Business Communication Essentials A skills-Based Approach to Vital Business English by Courtland Bovee, John Thill / Pearson
4. Effective Business Communication by Asha Kaul / Prentice Hall of India
5. Fundamental of Technical Communications by Meenakshi Raman, Sangeeta Sharma / Oxford University Press
6. English is easy by Chetan Anand Singh/ BSC publication Co. Pvt. Ltd
7. Communication Skills Publication Year 2011 Sanjay Kumar, Pushp Lata / Oxford University Press
8. Professional Communication Skills Praveen S R Bhatia / S. Chand Publishing

Note: Each session having 2 Hours

Session 1:

Lecture

- Discussion on Soft Skills
- Intro to communication
- Effective Communication

Session 2:

Lecture

- Communication Skills and its practice
- Barriers to communication
- Kind of communication

Session 3:

Lecture

- Pre assessment Test
- Official & General Conversation
- Confidence building

Session 4:

Lecture

- Work place Etiquettes
- Official Letter Writing
- Confidence building

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Session 5:

Lecture

- Official Emailing
- Event Reporting
- Confidence building

Session 6:

Lecture

- Non-verbal Communication
- Gestures

Session 7:

Lecture:

- Fluency and vocabulary
- Essay Writing

Session 8:

Lecture:

- Pronunciation
- Conversation practice
- Polite Conversation

Session 9:

Lecture:

- Greeting
- Formal Etiquettes
- Body Language

Session 10:

Lecture

- Writing Covering letter
- Email

Session 11:

Lecture

- Writing Resume

Session 12:

Lecture

- Post Assessment Test
- Personal Goal Setting & Career Planning

Session 13:

Lecture

- Presentation Skill

Session 14:

Lecture

- Formal Speaking (Telephone, Face-to-Face, Public Speaking)
- Oral & Digital Presentation Skills

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Session 15:

Lecture

- Presentation Skill
- Developing Positive Attitude

Session 16:

Lecture

- What is group discussion?
- Group Discussions

Session 17:

Lecture

- Group discussion on at least 4 topics

Session 18:

Lecture

- Group discussion on at least 4 topics

Session 19:

Lecture

- Interview skills
- Job Search Process

Session 20:

Lecture

- Interview skills
- Listening Skills

Session 21:

Lecture

- Interview skills
- Audio Synthesis

Session 22:

Lecture

- Practice of Mock interview

Session 23:

Lecture

- Practice of Mock interview

Session 24:

Lecture

- Practice of Mock campus

Session 25:

Lecture

- Mock campus
- Cross- Cultural Communication
- Technology-enabled Communication