

COURSE STRUCTURE

Course Code				
Course Category	HSS			
Course Title	Effective Communication			
Teaching Scheme and Credits	L	T	Laboratory	Credits
Weekly load hrs	2	--	2	1+0+1=02

Pre-requisites:

Course Objectives:

- To familiarize the student with the basic concepts of science and art of communication and its key role in professional life
- To improve the effectiveness of the process of communication at student's end

Course Outcomes:

Upon completion of the course, the students will be able to:

1. Understand the steps in an effective communication.
2. Use appropriate mode of verbal, non-verbal/written communication.
3. Interact and converse with their peers as well as superiors meaningfully.
4. Communicate effectively in professional situations
5. Prepare and share their own career plans.

Course Contents:

- **Introduction to communication skills –**
What are communication skills? , components of communication, types of communication, 7 C's of communication, ice breakers, conversation starters, self-introduction, importance of effective listening. (Activities – role-plays, advertisement)
- **Verbal and non-verbal communication –**
Manners and etiquettes, appropriate usage and enhancement of vocabulary, stress and tone of voice, sentence formation, body language, eye contact, posture, power dressing, greeting etiquettes, corporate etiquettes, multi culturalism. (Activities – dumb charades, role-plays, storytelling, etc.)
- **Written communication -**
Format, creation of points, brainstorming, email writing, email etiquettes, statement of purpose, official letter writing, resume writing, report writing, content writing etc.
- **Presentation skills –**

Public speaking skills enhancement, PPTs, group discussion, debates, extempore, mirror exercises, creation of points, enhancing thought processes, creating flash cards, knowing your audiences, etc

- **Soft skills –**

Self-assessment, assertiveness skills, time management, decision-making, emotional intelligence, positive thinking, stress management, problem solving, team building, etc.

1. SWOT analysis

Student should do his/her SWOT analysis & submit the report.

Method of Execution

Explain the meaning & benefits of SWOT analysis to students. Give them time to think on their Strength, weaknesses, opportunities & threats. Ask them to write their own SWOT analysis

2. Listening Skills

Listen to a short audio book and make notes out of it & make a report.

Method of Execution

Ask every student to download any freely available English audio book of one hour duration. Also ask them to listen it carefully and write its review on journal paper.

3. Oral presentation skills/Speaking Skills

Hold the poster of any inspirational personality & speak about his/her life for five minutes.

Alternatively, speak about any current issue that is in headlines recently.

Method of Execution

The personality/issue can be from the fields like sports, politics, literature, entertainment etc. Ask every student to read & study about the respective personality/issue & deliver the oral presentation in front of his/her batch mates.

4. Resume writing

Design a cover letter & resume for yourself.

Method of Execution

Show some of the different resumes according to respective job profiles to students & ask them to prepare their own resume. Lay emphasis on communicating career objectives and strengths and proven competencies that go with the stated objectives. Also guide them to write a cover letter for any job application.

5. Corporate / Business Etiquettes

Apply to any five internship openings over internet by writing an email to the company HR.

Students must submit email print. Also ask them to make/receive a mock follow up call through role play

Method of Execution: Tell students about any five recent internship openings & ask them to apply for same through email with resume as an attachment. Ask students to take a sent mail print for submission record. Connect them to each other in follow up call. Let the teacher overhear the conversation and discuss it later in a common meeting.

6. Group Discussion

Organize group discussion on a current topic of interest in a batch of ten students & ask a student to make minutes of meeting & submit.

Method of Execution: Take some of the current topics for group discussion, divide students in two batches of ten students in each, Allot 10 minutes time & one topic for discussion, meanwhile instructor have to assess each student's performance & give feedback to respective student. Also ask a student to write the minutes of the meeting from same GD. Ask others to submit the corrected minutes.

7. Team Activity

Make a 5 minutes English video documentary & post it on a social media. Also provide the link of the same as submission record.

Method of Execution: Make a group of four students & guide them to choose a topic for making a video documentary. Video can be posted on Facebook, twitter or YouTube. The video can be recorded on cell phone as well.

Learning Resources:

Reference Books

1. Basics of Communication In English: Francis Sounderaj, MacMillan India Ltd.2
2. English for Business Communication: Simon Sweeney, Cambridge University Press
3. An Introduction to Professional English and Soft Skills: Das, Cambridge University Press

Supplementary Reading

1. A course in Listening and Speaking Vol I & Vol II, V.Sasikumar, P. Kiranmai, Geetha Rajeevan, Cambridge University Press
2. Cambridge English For Job Hunting: Comedowns, Cambridge University Press
3. The Complete Letter Writer: MacMillan India Ltd
4. E Writing – 21st Century Tools for Effective Communication: Booher, MacMillan India
5. NASSCOM-Global Business Foundation Skills: Cambridge University Press

Web Resources

Weblinks

MOOCs

Pedagogy:

Assessment Scheme:

Class Continuous Assessment (CCA):50 marks

Assignments	Test	Presentations	Group activity	MCQ	Oral	Attendance/ Discipline/ Initiative/ Behavior

Laboratory Continuous Assessment (LCA):50 marks

Practical (Performance and timely completion and checking and oral)	Site Visit	Mini Project	Problem based Learning	Attendance/ Discipline/ Initiative/ Behavior

Syllabus:

Module No.	Contents	Workload in Hrs		
		Theory	Lab	Assess
1				
2				
3				
4				



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TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

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