

Communication and Presentation Skills

Spring 2020

Course Content Spring 2020

We eks	Contents/Topics
1	Orientation Class + Revision Introduction to Business Communication and Presentation Skills Seven Cs: (Completeness) Lab: Practice
2	Seven Cs: (Clarity, Conciseness, Consideration, Concreteness, Courtesy) and Correctness) Lab: Practice
3	Listening Skills- Definition, process, and active listening
4	Types of Listening skills
5	Formal Presentation
6	Mid 1

7	Persuasive messages
8	Meeting
9	Group Discussion
10	Preci writing
11	Demonstrative speech
12	Mid II
13	Writing Personal Statements
14	Interviewing skills for clients
15	Job Interviews for internships
16	Revision

Marks Distribution

Particulars	% Marks
1. Quiz	5%
2. Assignments	5%
3. Final Project	8%
4. Class Performance	2%
5. Mid-Terms	30%
6. Final Exam	50%
Total:-	100

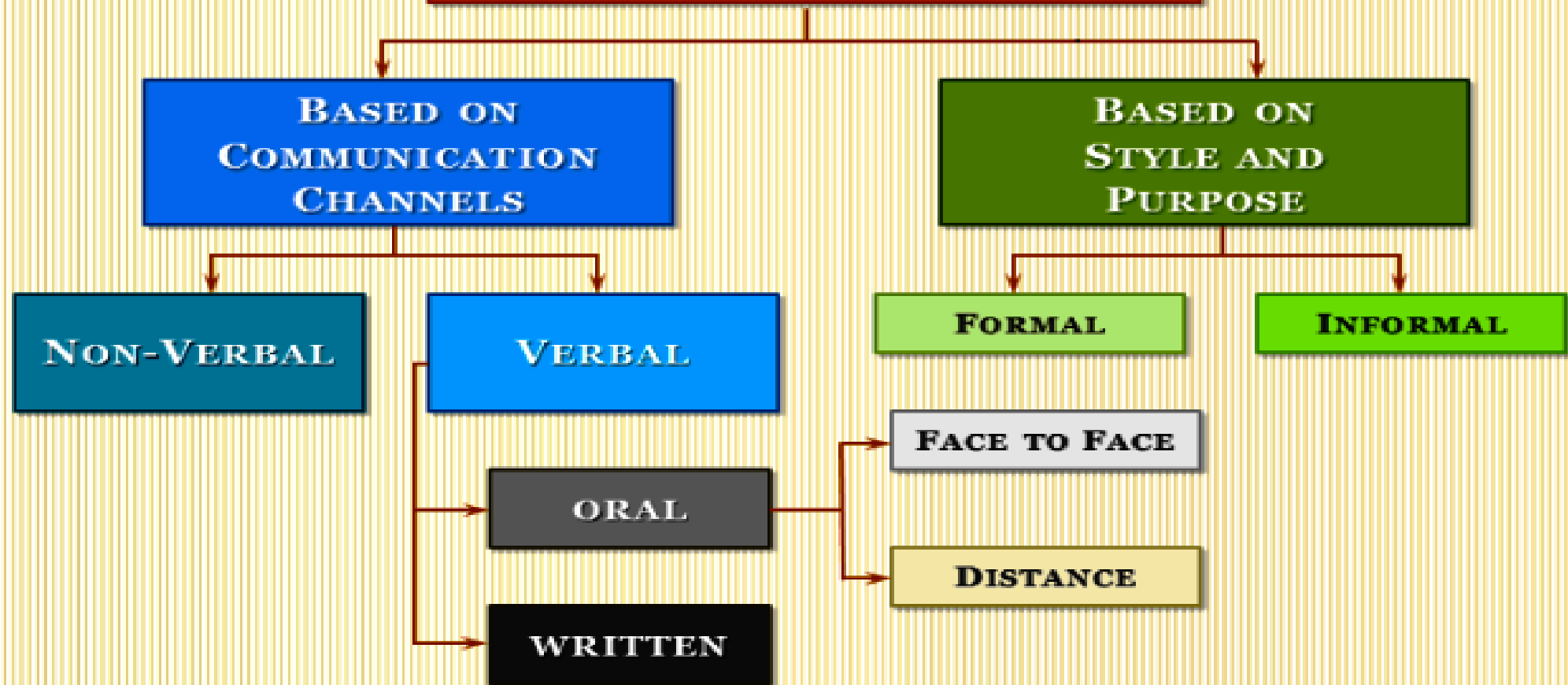
Introduction to the Course

- This course is designed to develop skills in speaking, listening, and writing, and studying communicative functions of the target language.
- Emphasis is on skill acquisition through the use of selected reading material from different banks of authentic and non-authentic texts.
- Through understanding the global, inter-relational nature of skills, students are enabled to retain and apply what they have learnt.
- It will also orient students to the semantic and socio/psycho-linguistic dynamics of language.

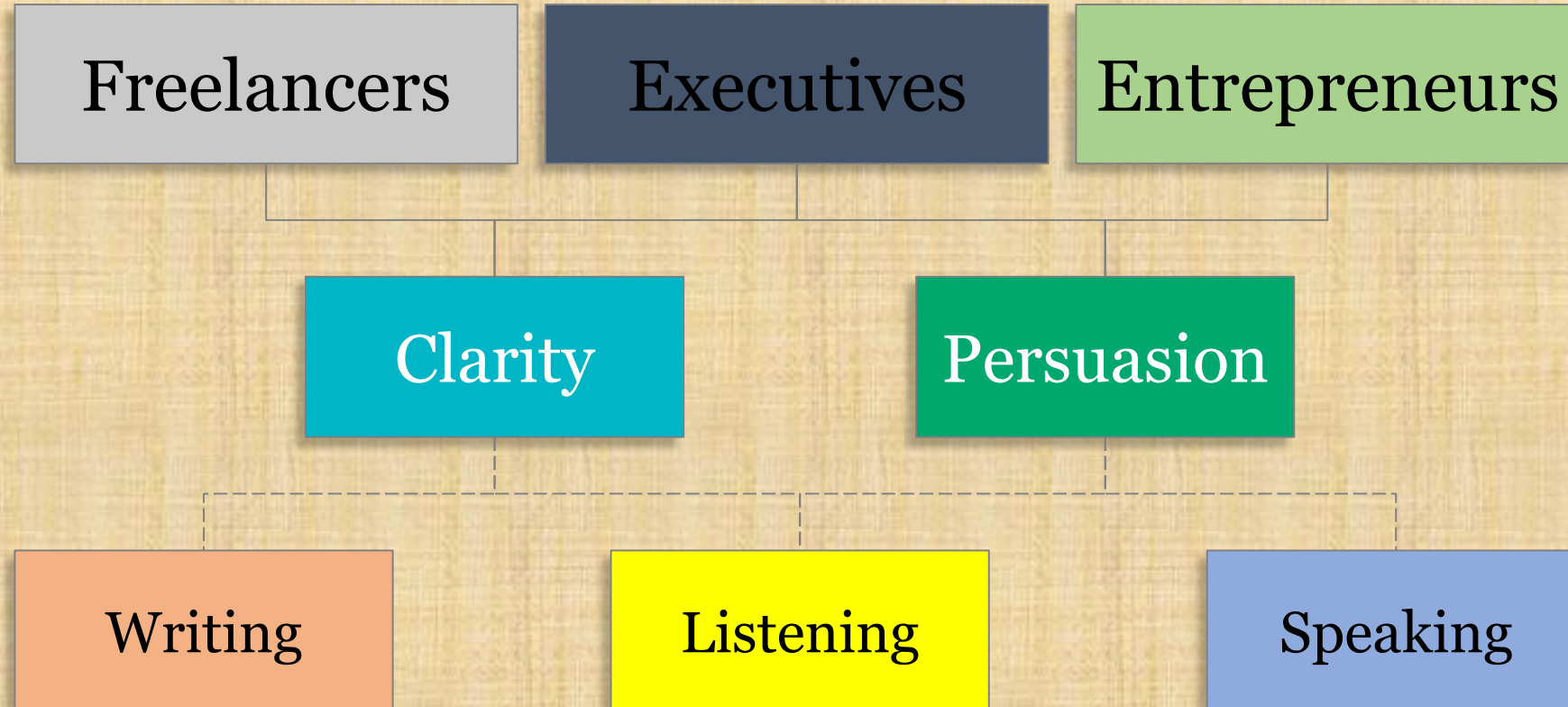
WHAT IS COMMUNICATION?

- **Communication** is the process of transferring information and meaning between *senders* and *receivers*, using one or more written, oral, visual, or electronic channels.
- The essence of communication is sharing—providing data, information, insights, and inspiration in an exchange that benefits both you and the people with whom you are communicating.

TYPES OF COMMUNICATION



Why Communication Matters?



Communication Is important to Your Career

- You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them **clearly and persuasively**.
- Chances are you will spend some of your career as one of these freelancers, working without the support network that an established company environment provides.
- You will have to “sell yourself” into each new contract, communicate successfully in a wide range of work situations, and take full responsibility for your career growth and success.
- Top executives spend most of their workdays communicating, and businesspeople who can't communicate well don't stand much chance of reaching the top.
- If you learn to write well, speak well, listen well, and recognize the appropriate way to communicate in any situation, you'll gain a major advantage that will serve you throughout your career.

Communication Is Important to your Company

To Your Company

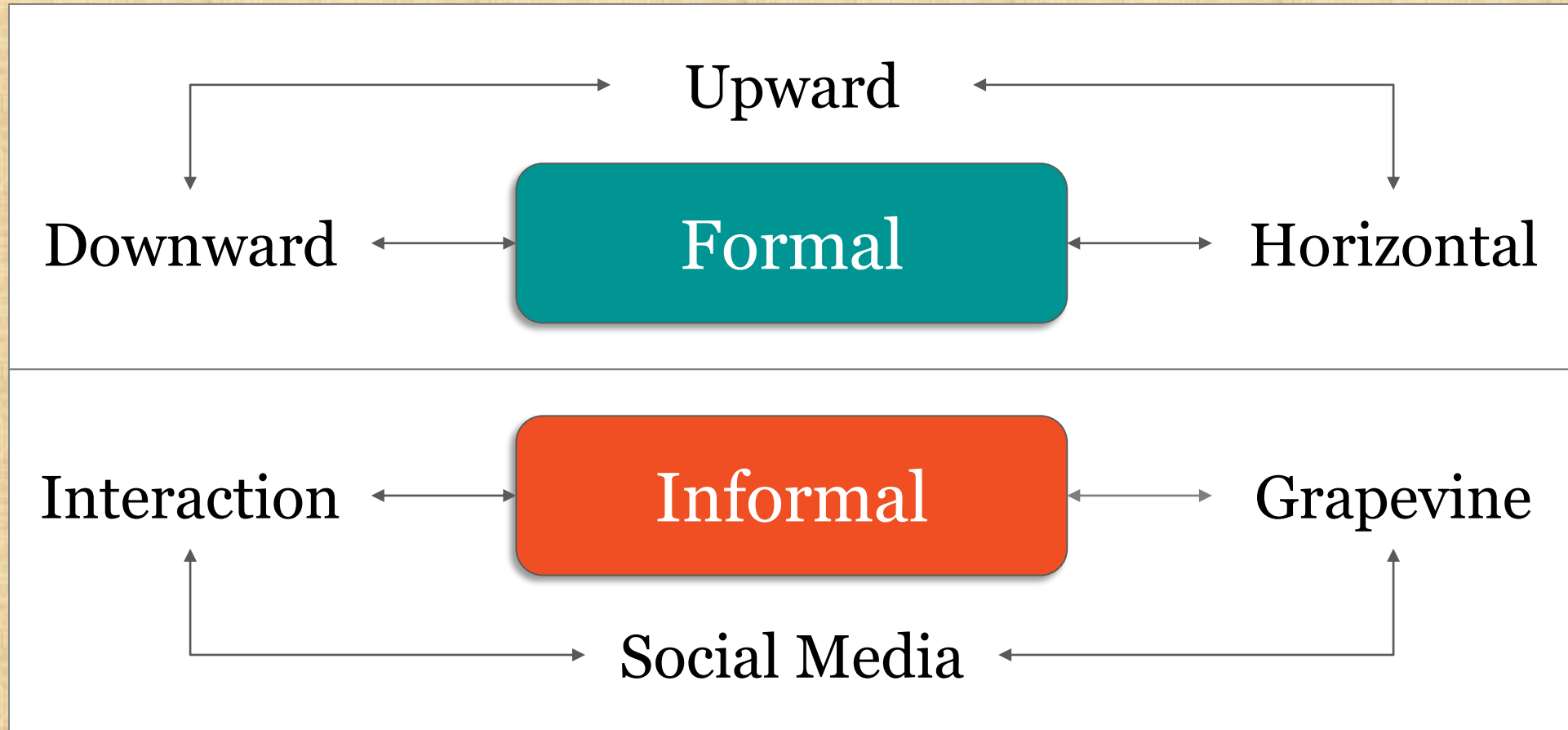
- Closer Marketplace Ties

- Opportunities for Influence

- Better Productivity and Problem Solving

- Better Financial Returns and Results

Forms of Communication



Formal VS Informal Communication

- **Formal communication**
 - Is business-related and planned; Follows in all directions
 - Is essential to effective business operations
- **Informal communication : Grapevine**
 - Consists of business-related and personal info
 - Is typically oral, but technology enables written forms
 - Is unplanned, flows in all directions
 - Is essential for human relationships

Flow of Communication

