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| **Course Code:** | **SS 152** |
| **Course Title:** | **Communication & Presentation Skills** |
| **Credit Hours:** | **02** |
| **Contact Hours:** | **02** |
| **Prerequisite:** |  |
| **Mode of Teaching:** | **Two hours of lecture per week** |
| **Course Instructors:** | **Sadia Ashfaq, Muhammad Ammar** |

**Course Description**

This course will provide the students with practice in occupational reading, speaking & writing, and thus provide them with opportunities to refine their communication skills through engagement in a wide range of activities and tasks. Students will practice to express themselves clearly, effectively and convincingly to appropriate audiences in different business and workplace settings using various types of business communication media. The course will give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside-the-firm environment, as well as an effective internal communications program. It also develops an awareness of the importance of succinct written expression to modern business communication.

**Objectives**

The objectives of this course are to help students improve the ability to:

1. Formulate an effective communication strategy for any message, in any medium, and in any situation.
2. Write and speak clearly, concisely, and convincingly.
3. Create impressive formal and informal presentations that are delivered with confidence and poise.
4. Develop and deliver effective speeches and talks.
5. Become an ACE employee.
6. Be aware of what constitutes “good” communication and interpersonal skills.
7. Develop a persona that exudes confidence and professionalism through the effective use of words, body language, facial expressions, clothes and accessories, tone of voice etc.

**Course Learning Outcomes (CLOs)**

At the end of the course it is expected that students will have the ability to:

1. Speak, interact clearly, concisely and convincingly.
2. Design and deliver audience- and goal-oriented presentations.
3. Be confident in various public speaking situations.
4. Use persuasive techniques (in written as well as in oral form) to market products and services.
5. Use words, body and voice to communicate professionalism and expertise (overcome lack of confidence).
6. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships.

**Program Learning Outcomes (PLOs)**

According to HEC PLO:10 Communication

Ability to communicate verbally and non-verbally with different audience and society at large, such as being able to comprehend and generate feedback.

**Course Contents**

1. Introduction to Professional Communication
2. Verbal Communication
3. Non-Verbal Immediacy
4. Oral Communication Skills: Presentations
5. Perception of Self and Others
6. Dealing with Nervousness & Building Confidence
7. Problem Solving in Groups
8. Persuasive Speaking
9. Cross Cultural Communication
10. Public Speaking
11. Listening & Responding Appropriately

**Weekly Schedule**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Topic | CLO | PLO | Assessment Methodology | Learning Domain | Level of Learning |
| 1 | **Introduction to Professional Communication Skills** - the **Communication process –**   * Components of Communication | 1,3 | 10 |  | Cognitive | **Advance** |
| 2 | **Verbal Communication**   * **Effective Communication** * **Non-effective Communication** | 1,3 | 10 | Quiz#1 | Cognitive | Advance |
| 3 | **Non-Verbal Immediacy**   * body language * facial expressions * gestures * movement * eye contact * personal grooming * Energy & Enthusiasm * Using your voice stress | 5 | 10 | Assignment# 1 | Cognitive | Advance |
| 4 | **Oral Communication Skills: Presentations**   * types of presentations (**impromptu / extempore**) * **Content Development** | 2,3,5 | 10 | Quiz#2 | Cognitive | Advance |
| 5 | **Perception of Self and Others**     * Self-concept and Self esteem | 6 | 10 | Presentation  Group# 1,2 | Cognitive | Advance |
| 6 | **Sessional I** | 7 |  |  |  |  |
| 7 | **Dealing with Nervousness & Building Confidence** | 3 | 10 | **Case Study** | Cognitive | Advance |
| 8 | **Problem Solving in Groups**   * **Member Roles and Group Leadership** | 6 | 10 | Presentation  Group# 3,4 | Cognitive | Advance |
| 9 | **Persuasive Speaking**     * Techniques | 1,2 | 10 | Presentation# Group 5,6  Quiz# 2 | Cognitive | Advance |
| 10 | **Cross Cultural Communication** | 4,6 | 10 | Presentation# Group 7,8 | Cognitive | Advance |
| 11 | **Sessional II** | 6 | 10 |  | Cognitive | Advance |
| 12 | **Public Speaking**   * **Informative Speaking** * **Characteristics**   **of Informative speaking** | 3 | 10 | Assignment#2 | Cognitive | Advance |
| 13 | **Listening & Responding Appropriately** | 5,6 | 10 | Presentation# Group 9,10 | Cognitive | Advance |
| 14 | **Final Project Discussion** |  |  | Quiz#3  Assignment#3 | Cognitive | Advance |
| 15, | **FINAL PROJECT** |  |  | Discussions | Cognitive | Advance |
| 16 | **FINAL PROJECT** |  |  |  |  |  |

**Text Book & Reference Books**

Teaching material will be provided by instructor from the following books:

1. Murphy, H.A., Hildebrandt, H.W., & Thomas, J.P. (1997). *Effective business communications.* Singapore: McGraw-Hill.
2. *Communicate* byKathleen S. Verderber, Rudolph F. Verderber, and Deanna Sellnow, 13th edition.

**Online Resources**

1. [www.americanenglish.state.gov](http://www.americanenglish.state.gov)
2. <https://ocw.mit.edu/index.htm> (MIT open courseware)

**Assessment System**

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| --- | --- |
| Quizzes | 5% |
| Assignments | 5% |
| Sessional I  Sessional II | 10%  15% |
| Presentation  Project | 5%  10% |
| Final Test | 50% |

**Assessment of Course Learning Objectives**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Assignments** | **Quizzes** | **Sessional I** | **Sessional II** | **Projects** | **Presentations** | **Group**  **Project** | **Class Participation** | **Final** |
| **CLOs** | ✔ | ✔ | ✔ | ✔ | ✔ |  | ✔ | ✔ | ✔ |

**Semester Projects**

Marks: 10%

Group Members: 5-6

Date of Submission:

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| **Written By** | Name with Sign | Sadia Ashfaq |
| Date |  |
| **Reviewed By** | Name with Sign | Muhammad Ammar |
| Date |  |
| **Approved By** | Name with Sign | Nouman Iftikhar |
| Date |  |