

<b>COURSE TITLE</b>	<b>COMMUNICATION SKILLS</b>
<b>COURSE CODE</b>	<b>04MB0227</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Analyse public speaking techniques, story structure, vocal variety, and body language for impactful speeches.
- 2 Demonstrate leadership communication, team motivation, feedback giving, and ethical considerations in digital communication
- 3 Apply advanced slide design and audience engagement strategies for compelling presentations
- 4 Evaluate communication impact on team inspiration, ethicality, and professionalism in digital media.
- 5 Synthesize public speaking, leadership, ethics, and presentation skills for comprehensive communication strategies.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
2	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Advanced Public Speaking &amp; Presentation Skills</b> Techniques for Dynamic and Persuasive Speeches: Strategies to deliver engaging and impactful speeches., Speech Structure and Storytelling: Crafting compelling narratives and structuring speeches effectively, Vocal Variety and Body Language Mastery: Utilizing voice modulation and non-verbal cues to enhance communication., Advanced Slide Design Principles: Designing visually appealing and effective presentation slides, Audience Engagement Strategies: Methods to keep the audience interested and engaged during presentations.	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>Leadership Communication &amp; Ethical Communication</b> Inspiring and Motivating Teams: Effective communication techniques to inspire and motivate team members., Giving Constructive Feedback and Recognition: Providing feedback and recognition to enhance performance and morale, Delegation and Empowerment: Strategies for delegating tasks and empowering team members., Ethical Considerations in Communication: Understanding and applying ethical principles in communication practices., Personal Branding and Online Reputation Management: Managing personal brand and reputation in the digital space., Maintaining Professionalism in Digital Communication: Guidelines for professional communication in online platforms	15
<b>Total Hours</b>		<b>30</b>

**Textbook :**

- 1 Speak Like Churchill, Stand Like Lincoln, James C. Humes, Crown publication , 2010
- 2 The Psychology of Persuasion, Robert Cialdini, Harper Business, 2022

**References:**

- 1 Nonviolent Communication, Nonviolent Communication, Marshall Rosenberg, Deepak Chopra, Puddledancer press, 2020

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
10.00	10.00	20.00	20.00	20.00	20.00

**Instructional Method:**

- 1 Class Room Teaching, Interactive workshops, Real-life scenarios, Role-playing exercises