

COURSE TITLE	COMMUNICATION SKILLS
COURSE CODE	05BA0106
COURSE CREDITS	2

Objective:

- 1 To impart a thorough understanding of Foundations of Communication
- 2 To impart a thorough understanding of Advanced Communication Skills
- 3 To impart a thorough understanding of presentation skills, including planning and structuring effective presentations and techniques for engaging audiences
- 4 To impart a thorough understanding the basic components of communication, and differentiating between verbal and non-verbal cues
- 5 To impart a thorough understanding the principles of clear and concise written communication, Crafting professional emails, memos, and reports with attention to grammar and formatting

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

- 1 Students can learn the importance of effective communication in personal and professional contexts, understanding the basic components of communication, and differentiating between verbal and non-verbal cues. By mastering these elements, they can enhance their ability to convey messages clearly and appropriately in various situations
- 2 Students can develop interpersonal skills, including effective listening and conflict resolution. These skills are crucial for building strong relationships and navigating conflicts in both personal and professional environments. Understanding how to listen actively and resolve disputes amicably can significantly improve their interactions with others
- 3 Students can master principles of clear and concise written communication for crafting professional correspondence. This includes learning how to write emails, reports, and other documents that are precise and effective. Being able to communicate well in writing is essential for success in the workplace and academic settings
- 4 Students can learn about presentation skills, including planning and structuring effective presentations and techniques for engaging audiences. Understanding group dynamics and roles in communication is also key to facilitating productive group discussions. These skills help students present their ideas confidently and work well in team settings
- 5 Students can utilize digital platforms for effective communication, manage their online presence and digital etiquette, and develop professionalism in communication across academic, workplace, and social settings. By mastering these areas, they can navigate the digital world more effectively and maintain a professional image in all their interactions

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Foundations of Communication Introduction to Communication, Understanding the importance of effective communication in personal and professional contexts, Basic components of communication: sender, receiver, message, channel, feedback, Verbal and Non-verbal Communication, differentiating between verbal and non-verbal communication cues, Developing awareness of body language, facial expressions, and tone of voice, Interpersonal Communication, building effective listening skills and empathy in interpersonal interactions, Strategies for handling conflicts and difficult conversations, Written Communication, Principles of clear and concise written communication, Crafting professional emails, memos, and reports with attention to grammar and formatting	15
2	Advanced Communication Skills Presentation Skills, Planning and structuring effective presentations, Techniques for engaging an audience and delivering compelling speeches, Group Communication, Understanding group dynamics and roles in communication, Facilitating productive group discussions and collaborative problem-solving, Digital Communication, Utilizing digital platforms for effective communication (e.g., email, social media, video conferencing), Managing online presence and professional digital etiquette, Professional Communication Practices, Developing professionalism in communication across various contexts, Strategies for effective communication in academic, workplace, and social settings	15
Total Hours		30

Textbook :

- 1 Business Communication: Building Critical Skills, Kitty Locker, Stephen Kyo Kaczmarek, McGraw-Hill Education, 2020

References:

- 1 How to Win Friends and Influence People, How to Win Friends and Influence People, Dale Carnegie, Simon & Schuster, 1936
- 2 Crucial Conversations: Tools for Talking When Stakes Are High, Crucial Conversations: Tools for Talking When Stakes Are High, Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler, McGraw-Hill Education, 2002
- 3 The Art of Communicating, The Art of Communicating, Thich Nhat Hanh, HarperOne, 2013
- 4 Simply Said: Communicating Better at Work and Beyond, Simply Said: Communicating Better at Work and Beyond, Jay Sullivan, John Wiley & Sons, 2016

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					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Board, PPT, Practicals

Supplementary Resources:

- 1 <https://www.toastmasters.org/magazine/magazineissues/2021/august/speaking-in-everyday-life>
- 2 <https://www.mindtools.com/cawh8bu/communication-skills>