

COMMUNICATION SKILLS (Theory)

Course content:

UNIT – I

07 Hours

- **Communication Skills:** Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context
- **Barriers to communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers
- **Perspectives in Communication:** Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment

UNIT – II

07 Hours

- **Elements of Communication:** Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication
- **Communication Styles:** Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style

UNIT – III

07 Hours

- **Basic Listening Skills:** Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations
- **Effective Written Communication:** Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication
- **Writing Effectively:** Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message

UNIT – IV

05 Hours

- **Interview Skills:** Purpose of an interview, Do's and Dont's of an interview
- **Giving Presentations:** Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT – V

04 Hours

- **Group Discussion:** Introduction, Communication skills in group discussion, Do's and Dont's of group discussion

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition,

Pearson Education, 2011

2. Communication skills, Sanjay Kumar, Pushpalata, 1stEdition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1stEdition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5thEdition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals – PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1stEdition, Oxford Press, 2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1stEdition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4thEdition, Pan Mac Millan,2009
12. Bringing out the best in people, Aubrey Daniels, 2ndEdition, Mc Graw Hill, 1999