

Certificate Course in Professional Communication Skills

Objectives:

- To enable the learners to gain basic English Grammar and conceptual knowledge in the English language.
- To empower the Learners with skills necessary for placements.
- To help the students develop a sophisticated awareness of the structure of English, its heritage and role in the world today.

Theory Paper I : Basics of Communication

Total Hrs. (90)

Objectives:

1. To understand the concept, process and importance of communication.
2. To develop the skills of effective communication.
3. To help students to acquaint themselves with application of communication skills in the world of business.

1. Introduction to communication

(13)

- 1.1 Definition, communication cycle/ process,
- 1.2 The elements of communication: sender- message – channel Receiver –Feedback & Context.
- 1.3 Definition of communication process.
- 1.4 Stages in the process: defining the context, knowing the audience, designing the message, encoding, selecting proper channels, transmitting, receiving, decoding and giving feedback.
- 1.5 Types of communication Formal- Informal, Verbal- Nonverbal, Vertical- horizontal, diagonal

2. Barriers to Communication

(13)

- 2.1 Concept of barriers to communication
- 2.2 Types of Barriers
 - 2.2.1. Physical Barriers
 - 2.2.2. Mechanical Barriers
 - 2.2.3. Psychological Barriers
 - 2.2.4. Language Barriers
 - 2.2.5. Cultural Barriers
- 2.3 How to overcome the barriers to communication?
 - 2.3.1 To Overcome Physical Barriers
 - 2.3.2 To Overcome Mechanical Barriers
 - 2.3.3 To Overcome Psychological Barriers
 - 2.3.4 To Overcome Language Barriers
 - 2.3.5 To Overcome Cultural Barriers

3. Nonverbal- graphic communication

(13)

- 3.1 Non- verbal codes: A- Kinesics , B- Proxemics , C – Haptics
D-Vocalics , E- Physical appearance. F -Chromatics,
G –Artifacts Marks:
- 3.2 Aspects of body language
- 3.3 Interpreting visuals & illustrating with visuals like tables, charts & graphs.

4. Use of English Language	(15)
4.1 Present Tense	
4.1.1 Simple Present Tense	
4.1.2 Present Continuous Tense	
4.1.3 Present Perfect Tense	
4.1.4 Present Perfect Continuous Tense	
4.2 Past Tense	
4.2.1 Simple Past Tense	
4.2.2 Past Continuous Tense	
4.2.3 Past Perfect Tense	
4.2.4 Past Perfect Continuous Tense	
4.3 Future Tense	
4.3.1 Simple Future Tense	
4.3.2 Future Continuous Tense	
4.3.3 Future Perfect Tense	
4.3.4 Future Perfect Continuous Tense	
4.4 Modal Auxiliary Verbs	
4.4.1 Could	
4.4.2 Would	
4.5 Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes	
5. Self-Awareness & Goal Setting	(12)
5.1 Meaning and importance	
5.2 Understanding yourself: Self-assessment through SWOT	
5.3 Goal setting: Personal & career	
5.4 Motivation: Need and Sources	
5.5 Business Ethics and Etiquettes	
5.6 Mobile phone etiquettes	
6. Written Communication-I	(12)
6.2 Introduction	
6.3 Nature and Functions of Letters	
6.4 Principles of Letter Writing	
6.5 Format of a Letter	
6.6 Letter Components and Layouts	
6.7 Process of Letter Writing	
7 Written Communication-II	(12)
7.1 Meaning, Distinction with Oral Communication	
7.2 Merits & Limitations of Written communication	
7.3 Types of Application Letters:	
7.3.1 Application to Director for Leave	
7.3.2 Application for delayed fee payment	
7.3.3 Application for Bonafide Certificate	

References:-

- 1 Effective Technical Communication by M Asharf Rizvi Tata McGraw-Hill Publisher
2. Communication for Business –Taylor & Chandra –Pearson
3. Business Communication –Rai & Rai -Himalay
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication –Lesikar & Flatley –Tata McGraw Hills
6. Business Communication –C.S. Raydu –Himalaya Publishing House
7. Raymond Murphy, Intermediate English Grammar. New Delhi: Cambridge University Press, 1994.
8. Business Communication for Managers - PayalMehra- pearson
9. Communication for managers – Taylor And Chandra – pearson
10. Business Communication – RajeeshViswathan- Himalaya Publishing house
11. Business Communication – Meenakshi Raman , Prakash Singh
12. Business Communication for Managers – An advanced approach – Penrose /Rasberry /Myers

Objectives:

1. To impart the basic communication skills among students.
2. To improve the English Language Proficiency of the Students.
3. To develop confidence in Speaking English.
4. To make students capable of obtaining jobs.

1. Presentation Skills (15)

- 1.1 Introduction
- 1.2 Formal Presentations
- 1.3 Informal Presentations
- 1.4 Preparation of Presentations
- 1.5 Guidelines
- 1.6 Body Language
- 1.7 Visual Aids

2. Language Skills (13)

- 2.1. Reading Skills: Rapid Reading, Comprehension.
- 2.2. Speaking Skill: Speech-preparation, Guidelines for Effective speech, Negotiation, Discussion
- 2.3. Listening Skill: Importance, Process, and Barriers & Guidelines for Effective Listening.

3. Telephone Skills (12)

- 3.1 How to Handle Telephone Calls
- 3.2 Telephone Etiquettes
- 3.3 Making Phone Calls
- 3.4 Taking Incoming Calls

4. Patterns of Communication (13)

- 4.1. Meaning & Objectives Patterns of Communication
- 4.2. Patterns of Communication
 - 4.2.1. External Communication
 - 4.2.2. Internal Communication
 - 4.2.3. Vertical Communication: Downward & Upward
 - 4.2.4. Horizontal Communication

5. Business Letters (12)

- 5.1. Principles: 7 C's Business Letters.
- 5.2. Layout
 - 5.2.1. Forms
 - 5.2.2. Importance.

- 5.3. Types of Business Letters
 - 5.3.1. Inquires & Replies
 - 5.3.2. Orders and Execution
 - 5.3.3. Complaints, Claims & Settlements.
 - 5.3.4. Job Applications.

6. Report Writing (12)

- 6.1 Introduction
- 6.2 Different types of reports
- 6.3 Stages in report writing
- 6.4 Structuring your report
- 6.5 Style of writing

7. Business Communication at workplace (13)

- 7.1 Introduction
- 7.2 Job Application Letters
- 7.3 Resume
- 7.4 Email
- 7.5 Notice
- 7.6 Memo
- 7.7 Circular

References:-

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – Shalini Agrawal- Ane book
9. Communication for managers – Taylor And Chandra – pearson
10. Business Communication – RajeeshViswathan- Himalaya Publishing house
11. Business Communication – Meenakshi Raman , Prakash Singh
12. Business Communication for Managers – An advanced approach – Penrose /Rasberry /Myers



Practical Course: - Practical on Professional Communication Skills

Objective:

To practically train students in using various modes of communication

Instructions: A practical journal is to be maintained by the students for 40 marks and the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear/ attends at least 10 minutes presentation based journal at the viva voce. The college /Institute teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practical is attached. However, creativity in carrying out these practical on the part teacher will be appreciated.

List of Specimen Practical:

[The Teacher has the liberty to use his creative abilities in visualizing the situations carrying out the practical.]

- 1) Practical on Business Conversations.
 - 2) Practical on Etiquettes in Communication.
 - 3) Practical on Negotiation Skills.
 - 4) Practical on Drafting Notice.
 - 5) Practical on Writing Business Letters.
 - 6) Practical on Presentation Skills.
 - 7) Practical on Report Writing.
 - 8) Practical on Verbal Communication Skills.
 - 9) Practical on Non – Verbal Communication Skills.
 - 10) Practical on Common Errors in English.
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