



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Pharmacy college
Semester-1 (B.Pharm.)

Subject: Communication Skills (BPHBP11201)

Type of course: AEC (Ability Enhancement Course)

Prerequisite: NA

Rationale:

Communication Skills is a popular communication course especially in second language acquisition that covers over 80-90% of skills with emphasis on LSRW basics of language learning. There are several reasons why Communication Skill is one of the best choices as it is involved with versatile self centric scenarios. Communication is a part of learning language, especially business etiquettes, which points a learner's adaptation towards specified development as an eligible candidate for the corporate world. To look forward one needs to develop himself and serve effectively in the modern digitalized world where not only technical terms but also updated skills are mainly targeted.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
			ESE	MSE	V	P	ALA		
02	00	00	02	35	15	-	-	00	50

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs	Weightage %
1	<p>Communication Skills: Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context</p> <p>Barriers to communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers.</p> <p>Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment.</p>	08	25
2	<p>Chapter 1: Verbal Communication It includes elements of effective verbal communication, Active listening skills, Non-Verbal communication, and Delivery techniques of Speech.</p> <p>Chapter 2: Interpersonal Communication It includes building and maintaining relationships, Assertiveness and self-confidence, Empathy and Emotional intelligence, Conflict resolution and negotiation skills.</p>	08	25
3	<p>Chapter 1: Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations</p> <p>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.</p> <p>Chapter 2: Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message.</p> <p>Group Discussion: Introduction, Communication skills in group discussion, Do's and Dont's of group discussion.</p>	08	25
4	<p>Interview Skills: Purpose of an interview, Do's and Dont's of an interview</p> <p>Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery</p>	08	25

Suggested Specification table with Marks (Theory):35

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	40%	40%	00	00	00

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Understand Basic Communication Skills and its various types
CO2	Enhance English Speaking Skill by understanding the tips of Presentation
CO3	Understand Basic English Grammar and apply while writing and speaking
CO4	Practice their writing skills

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

1. Communication Skills: 8-in-1 Guide to Master Body Language, Assertiveness, Conversations, Persuasion, Humor, Small Talk, Social Skills & Email Writing by K. C. Wayman
2. 101 Ways To Improve Your Communication Skills Instantly, 5th Ed by Bough Ph D Bennie
3. Communication Skills by Peter Simon
4. English by Bhavika N Vyas and Dhara A Tejura

