



Subject: HEALTHCARE PSYCHOLOGY AND COMMUNICATION SKILLS

Subject Code: BPHBP11353

Type of course: MINOR

Rationale: This course introduces students to the fundamental principles of psychology and their application in healthcare. It helps students understand human behavior, personality, emotions, motivation, learning, and communication, which are essential for effective patient care. The course also develops skills in professional communication, empathy, stress management, behavioral interventions, and ethical decision-making, enabling future pharmacists to provide patient-centered healthcare and improve treatment outcomes.

Prerequisite:

Students are expected to have:

1. Basic knowledge of human biology and health sciences.
2. Basic understanding of English for reading and communication.
3. Fundamental communication and interpersonal skills.
4. Ability to observe, listen, and interact effectively with others.
5. Interest in patient care and healthcare services.

Teaching and Examination Scheme:

Course Code	Course Title			Course Type
BPHBP11353	Healthcare Psychology and Communication Skills (Theory)			Core
Credit	Hours Per Week (L-T-P)			Max. Hours
	L	T	P	
1	1	--	--	15
Maximum Marks	SE			ESE
50	20			30

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

COURSE OBJECTIVES:

The objectives of this course are to:

1. Introduce the fundamental concepts and branches of psychology relevant to healthcare.
2. Help students understand human behavior, development, and psychological responses



- to illness.
3. Develop awareness of common psychological disorders and coping mechanisms in healthcare contexts.
 4. Equip students with effective health communication skills for clinical and community settings.
 5. Promote professional interaction with patients, caregivers, and healthcare teams through ethical and empathetic communication.

Course Outcomes (CO):

CO No.	Upon successful completion of this course, the students will be able to:
1	Explain the fundamental concepts of psychology and their relevance in healthcare settings.
2	Describe the stages of human development, personality traits, and behavioral responses associated with illness and recovery.
3	Apply effective communication models and techniques in clinical and interdisciplinary healthcare scenarios.
4	Demonstrate professional communication skills including active listening, empathetic interaction, and accurate clinical documentation.
5	Analyze psychological and behavioral interventions that promote mental health, treatment adherence, and stigma reduction.

Course Content:

Unit No.	Topics	No. of Lectures
I	Introduction to Psychology in Healthcare Definition, scope, and relevance of psychology in health sciences. Branches of psychology with healthcare relevance: clinical, health, behavioral, and developmental psychology. Sensation, perception, and attention in clinical assessment. Learning and memory: reinforcement in health behavior change. Emotion and motivation: theories and implications in health contexts.	3 hours
II	Developmental and Behavioral Psychology Human developmental stages and healthcare needs. Personality theories and patient interaction styles. Psychological factors affecting illness perception and recovery. Common psychological disorders in healthcare: anxiety, depression, and somatization. Coping strategies, resilience, and stress management techniques.	3 hours



III	Foundations of Health Communication Elements and models of communication in healthcare. Types of communication: interpersonal, group, mass, and telehealth communication. Barriers to effective communication in clinical settings. Active listening, questioning techniques, and empathy. Culturally appropriate and inclusive communication.	3 hours
IV	Professional Communication in Healthcare Settings Communication with patients, caregivers, and interdisciplinary teams. Delivering difficult news and handling emotionally charged situations. Legal and ethical issues in health communication (confidentiality, consent). Writing patient records, reports, and discharge summaries. Use of technology and digital communication tools in healthcare services.	3 hours
V	Health Psychology and Behavioral Interventions Health belief models and illness behavior. Psychosomatic illnesses and the mind-body connection. Behavior change theories (e.g., CBT, TTM) in treatment adherence. Psychological first aid and crisis communication. Mental health promotion and stigma reduction through communication.	3 hours

ACTIVE LEARNING ACTIVITY

Case Study	Student Task	Marks
A 55-year-old patient is anxious about taking a newly prescribed medicine because of fear of side effects. The pharmacist gives a brief reply without listening to his concerns.	Identify the patient's psychological concern, communication mistakes, and suggest an empathetic and patient-centered response.	10

Suggested Specification table with Marks (Theory):75

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	45%	25%	05%	05%	--

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.



Recommended References (*Preferably Latest Editions*):

Recommended References (*Preferably Latest Editions*):

1. Feldman, R.S., Understanding Psychology. McGraw-Hill Education, New York.
2. Taylor, S.E., Health Psychology. McGraw-Hill Education, New York.
3. Hargie, O., The Handbook of Communication Skills. Routledge, London.
4. Nevid, J.S., Rathus, S.A. and Greene, B., Psychology and the Challenges of Life: Adjustment and Growth. Wiley, New York.
5. Atkinson, R.L., Atkinson, R.C., Smith, E.E., Bem, D.J. and Nolen-Hoeksema, S., Introduction to Psychology. Wadsworth Publishing, Belmont.
6. Kumar, A., Communication Skills for Health Professionals. Jaypee Brothers Medical Publishers, New Delhi.
7. Park, K., Park's Textbook of Preventive and Social Medicine. Banarsidas Bhanot Publishers, Jabalpur.





Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Pharmacy College

Semester-I (B. Pharm)

Subject: Healthcare Psychology and Communication Skills (Practical)

Subject code : BPHEP11353

Type of course: Minor

Rationale: This practical course is designed to equip B. Pharm students with essential communication, counselling, empathy, teamwork, and public health education skills required for professional pharmacy practice. It bridges theoretical knowledge with real-world patient interactions, promoting ethical, patient-centered, and effective healthcare communication.

Prerequisite:

Students are expected to have:

1. Basic knowledge of human biology and health sciences.
2. Basic understanding of English for reading and communication.
3. Fundamental communication and interpersonal skills.
4. Ability to observe, listen, and interact effectively with others.
5. Interest in patient care and healthcare services.

Course Code	Course Title			Course Type
BPHEP11353	Healthcare Psychology and Communication Skills (Practical)			Core
Credit	Hours Per Week (L-T-P)			Max. Hours
	L	T	P	
1	--	--	2	30
Maximum Marks	SE			ESE
50	20			30

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 OBJECTIVES:

HEALTHCARE PSYCHOLOGY AND COMMUNICATION SKILLS



1. To develop effective communication skills essential for diverse clinical and community health scenarios.
2. To enhance empathetic interaction through role plays, simulations, and reflective practices.
3. To promote collaborative learning and peer feedback in communication-based tasks.
4. To encourage application of psychological principles in real-life healthcare contexts.
5. To build confidence in delivering health education and awareness activities in community settings.

Course Outcomes (CO):

CO No.	Upon successful completion of this course, the students will be able to:
1	Demonstrate patient-centered communication through role plays and clinical simulations.
2	Analyze healthcare communication challenges using case study discussions.
3	Practice reflective listening, paraphrasing, and team-based communication strategies.
4	Design and deliver effective health education messages for the community.
5	Reflect on personal emotional growth and improvement in communication competencies.

Course Content:

List of practical
1. Role Plays and Simulations Counselling a patient with chronic illness Breaking bad news in a clinical setting Empathetic listening in crisis response
2. Case Study Discussions Mental health cases in primary care Impact of miscommunication in healthcare errors
3. Peer-to-Peer Practice Sessions Reflective listening and paraphrasing

HEALTHCARE PSYCHOLOGY AND COMMUNICATION SKILLS



Effective team communication and decision-making

4. Community Engagement Tasks

Designing IEC materials for public health awareness
Conducting mock health education sessions

5. Journaling & Self-Reflection Logs

Weekly reflection on emotional responses during care simulations
Growth in communication skill development over the semester

Recommended References (Preferably latest editions):

1. Morgan, C.T. and King, R.A., Introduction to Psychology. New York: McGraw-Hill.
2. Taylor, S.E., Health Psychology. New York: McGraw-Hill Education.
3. Hargie, O., Skilled Interpersonal Communication: Research, Theory and Practice. London: Routledge.
4. Balzer-Riley, J., Communication in Nursing and Healthcare. Boston: Pearson.

