



## School of Business Value Added Course

### Course Title: Communication Skills

Category of Course	Course Code	Credit	Contact Hours	Internal		External	
VAC	VASCS102	2	30	Class Participation	Practical	Theory	Practical
				100%	-	-	-

### Course Outcomes (COs)

1. Inculcation of different skills will be added in a student's career.
2. Students' employability skills will be enhanced.
3. Ability to speak in English will be improved through practice.
4. Self-Analysis tool will help the students to identify their strengths and weaknesses to work upon.



## Syllabus:

Module	Contents*	No of Sessions	Weightage
1	<b>Introduction to Communication Skills</b> <ul style="list-style-type: none"><li>• Definition &amp; meaning of Communication, Types of communication, importance of communication</li><li>• Essential Skills for Success - Trainer will introduce himself/herself and briefly talk about soft skills. Talk about what soft skills are and their importance.</li><li>• SWOT Analysis - Trainer will help students understand their strengths, weaknesses, opportunities and threats.</li></ul>	9	30%
2	<b>First Impressions</b> <ul style="list-style-type: none"><li>• Self-Presentation - Trainer will talk about how students can present themselves to others in various settings. Self-presentation plays a crucial role in creating initial impressions. A positive and confident self-presentation can set the tone for successful interactions and relationships.</li><li>• 4 A'S of Dressing - 4 A's of appearance which are: Appropriate Dressing, Authentic Dressing, Approachable Dressing and Affordable Dressing.</li><li>• The Art of Attitude - the importance of attitude management, impact of attitude on personal and professional growth, power of positive attitude.</li><li>• Modes of Communication, Role of Verbal and Non-Verbal Communication, 7Cs of Effective Communication</li></ul>	9	30%

<b>3</b>	<b>Professional Ethics</b> <ul style="list-style-type: none"> <li>• Polite Protocol - the importance of greeting etiquettes, formal greetings and informal greetings.</li> <li>• Concept of Happiness &amp; Appreciation - the importance of happiness and how to identify own happiness.</li> <li>• Professional Interaction - the concept of professionalism, professional ethics. An interactive activity will be conducted and there will be three scenarios presented in the activity, followed by a discussion about professional ethics.</li> <li>• Types of Ethics – types of professional ethics, importance of ethics</li> <li>• Barriers to effective communication, Overcoming barriers</li> </ul>	<b>12</b>	<b>40%</b>
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\*Note:

1. Activities and content topics may vary according to the feasibility of technical, environmental and physical conditions.

<b>Evaluation</b>		
1	Class Participation	100% (Internal Assessment)

### Text books:

<b>Sr No:</b>	<b>Text Book</b>	<b>Author Name</b>	<b>Publisher</b>	<b>Edition</b>
1.	Corporate Soft Skills	Sarvesh Gulati	Rupa Publications	2006
2.	Successful Communication	Ken Lawson	Axis Publishing Limited	2006
3.	Soft Skills For Dummies	John Wiley & Sons	John Wiley & Sons, Inc.,	2023

### Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Nitin Bhattnagar, Mamta Bhatnagar	Effective Communication And Soft Skills	Pearson Pub.	2012
2	©AICTE Approved	Communications Skills WorkBook	NA	NA
3	Roshan Lal Raina	Professional Communication	Himalaya Publishing House	2012
4	Christie Marlowe	Presenting Yourself: Business Manners, Personality, Etiquettes	Mason Crest	2014
5	Jeff Keller	Attitude is everything	Harper Collins	2017

### CO-PO Mapping

CO Objective	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1. Inculcation of different skills will be added in a student's career.	High	High	High	High	High	High	High	High	Medium	High
2. Students' employability skills will be enhanced.	Medium	High	Medium	Medium	High	High	Medium	Medium	Medium	High
3. Ability to speak in English will be improved through practice.	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
4. Self-Analysis tool will help the students to identify their strengths and weaknesses to work upon.	Low	Low	High	Low	Medium	High	Medium	High	Medium	Medium

### ❖ List of Websites/ videos for reference:

- [Basics Of Communication Skills](#)
- [Essential Skills For Success](#)
- [Self-Presentation](#)
- [Fundamentals Of Communication](#)
- [Appreciation And Gratitude](#)