

## COMMUNICATIVE SKILLS

Semester	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs/ Week	Hrs/ Sem	Hrs/ Week	Hrs/ Sem		
V	21SPS5A	SBS-III	02	30	01	15	15	02

### COURSE OBJECTIVE

The course enables the student to understand the communication process, listening skills and acquire questioning and presentation skills.

### COURSE OUTCOMES

On successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level (K1-K4)
CO1	Describe the communication process	K1
CO2	Discuss about active listening skills and non-verbal communication	K2
CO3	Discover giving constructive feedback	K3
CO4	Illustrate appropriate questioning techniques	K3
CO5	Apply the presentation skills to deal with presentation	K3

### MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	M	M	M
CO2	S	S	S	S	M	M
CO3	S	S	S	S	S	S
CO4	S	S	S	S	S	S
CO5	S	S	S	S	S	S

**S- Strong M-Medium L-Low**

## **UNIT 1**

**6 Hours**

### **THE COMMUNICATIVE PROCESS**

Sending the Message- The channel- Receiving the message- Misinterpretations and unintended messages, Feedback; Self –monitoring, Context and noise; Psychological, Stereotyping, Semantics.

## **UNIT II**

**6 Hours**

### **ACTIVE LISTENING SKILLS AND NON-VERBAL COMMUNICATION**

Listening Skills, Barriers to listening, Listening behaviours, Active listening skills, Non-verbal communication skills, Culture and non–verbal messages, Forms of Non-Verbal Communication: Facial Expressions and eye gaze, posture and gestures, voice, personal space and distance, Personal appearance

## **UNIT III**

**6 Hours**

### **GIVING CONSTRUCTIVE FEEDBACK**

Difficulty in Providing Honest Feedback, Feedback Skills: Being Specific, Offering a Solution, Delivering the feedback fact to face, Being sensitive, Being Problem Oriented and not people oriented, Being descriptive and not evaluative, Owning rather than disowning and checking, Structure of feedback.

## **UNIT IV**

**6 Hours**

### **QUESTIONING SKILLS**

Questioning Techniques-Types of Questions: Probing/Clarifying Questions- Reflective Questions- Direct Questions and Hypothetical Questions.

## **UNIT V**

**6 Hours**

### **PRESENTATION SKILLS**

Presentation and Dealing with Fears of Presentation, Planning the Presentation: Setting Objective, Understanding the Audience, Knowing the Setting, Writing down the ‘Central Theme’ of the Talk, Writing the Outline, Developing Visual Aides, Preparing delivery notes and delivering the presentation

**Practicum:**

*(Note: Minimum of any two practicum should be carried out)*

- Meeting People
- Telephone exercise
- Watching films for learning from model conversation
- Build the team spirit for group development
- Group presentation and assignments
- Reinforce active listening
- Usage of technology to improve

**Distribution of Marks: Theory 100% and Problems 0%**

**TEXT BOOKS:**

S.No	Authors	Title	Publishers	Year of Publication
01	Hargie.O.Dickson.D,Tourish.D	Communicative Skills for effective management	PalgraveMacmillian,Hampshire	2004
02	Dixon.T.O'Hara.M	Communicative Skills	Routledge	2010

**REFERENCE BOOKS:**

S.No	Authors	Title	Publishers	Year of Publication
01	Randall A. Gordon, Daniel Druckman, Richard M. Rozelle, James C. Baxter	The Handbook of Communication Skills	Routledge	2006
02	Alder.R.B&Elmhorst.J.M	Communicating at Work: Principles and Practices for Business and the Professions	McGraw Hill, Singapore	1999

## WEB SOURCES:

- ❖ [http://cw.routledge.com/textbooks/rial/data/9780415584838\\_sample.pdf](http://cw.routledge.com/textbooks/rial/data/9780415584838_sample.pdf)
- ❖ <https://www.routledgehandbooks.com/doi/10.4324/9780203007037.ch3>
- ❖ <https://thebusinesscommunication.com/what-is-communication-process/>
- ❖ <https://www.indeed.com/career-advice/career-development/active-listening-skills>
- ❖ <https://www.verywellmind.com/types-of-nonverbal-communication-2795397>
- ❖ <https://shodhganga.inflibnet.ac.in/bitstream/10603/127534/7/chapter-6.pdf>
- ❖ <http://www.penacclaims.com/wp-content/uploads/2018/08/Archit-Dixit.pdf>
- ❖ [https://www.mindtools.com/pages/article/newTMC\\_88.htm](https://www.mindtools.com/pages/article/newTMC_88.htm)
- ❖ <https://www.businessballs.com/communication-skills/presentation-skills-and-techniques/>

## TEACHING METHODOLOGIES:

- Discussion
- Games and activities
- Visual aids
- Assignment and Seminar
- Peer teaching.

## SYLLABUS DESIGNER:

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