



Dr. Rafiq Zakaria Campus

Maulana Azad Educational Trust

Y.B. Chavan College of Pharmacy

An ISO 9001:2008 Certified Institute

(B. Pharm., M. Pharm & Research Center)



COURSE MODULE

Program Title	B. Pharmacy
Department	Pharmacology
Course Title	Communication Skills

1. **NAME OF INSTITUTION** : Y. B. CHAVAN COLLEGE OF PHARMACY,
AURANGABAD
2. **AFFILIATED UNIVERSITY** : DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY, AURANGABAD
3. **DEPARTMENT** : PHARMACOLOGY
4. **PROGRAM TITLE** : B. PHARM.

4.1. Program Outcomes (PO):

PO 01: Pharmacy Knowledge: Possess knowledge and comprehension of the core and basic knowledge associated with the profession of pharmacy, including biomedical sciences; pharmaceutical sciences; behavioral, social, and administrative pharmacy sciences; and manufacturing practices.

PO 02: Planning Abilities: Demonstrate effective planning abilities including time management, resource management, delegation skills and organizational skills. Develop and implement plans and organize work to meet deadlines.

PO 03: Problem analysis: Utilize the principles of scientific enquiry, thinking analytically, clearly and critically, while solving problems and making decisions during daily practice. Find, analyze, evaluate and apply information systematically and shall make defensible decisions.

PO 04: Modern tool usage: Learn, select, and apply appropriate methods and procedures, resources, and modern pharmacy-related computing tools with an understanding of the limitations.

PO 05: Leadership skills: Understand and consider the human reaction to change, motivation issues, leadership and team-building when planning changes required for fulfillment of practice, professional and societal responsibilities. Assume participatory roles as responsible citizens or leadership roles when appropriate to facilitate improvement in health and well being.

PO 06: Professional Identity: Understand, analyze and communicate the value of their professional roles in society (e.g. health care professionals, promoters of health, educators, managers, employers, employees).

PO 07: Pharmaceutical Ethics: Honour personal values and apply ethical principles in professional and social contexts. Demonstrate behavior that recognizes cultural and personal variability in values, communication and lifestyles. Use ethical frameworks; apply ethical principles while making decisions and take responsibility for the outcomes associated with the decisions.

PO 08: Communication: Communicate effectively with the pharmacy community and with society at large, such as, being able to comprehend and write effective reports, make effective presentations and documentation, and give and receive clear instructions.

PO 09: The Pharmacist and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety and legal issues and the consequent responsibilities relevant to the professional pharmacy practice.

PO 10: Environment and sustainability: Understand the impact of the professional pharmacy solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO 11: Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change. Self-assess and use feedback effectively from others to identify learning needs and to satisfy these needs on an ongoing basis.

5. COURSE SPECIFICATION :

5.1.Course Identification and General Information

a. Course Title:	Pharmacology-I		
b. Course Number/Code	B. Pharm (BP105T and BP111P)		
c. Credit Hours	Theory	Practical	Total
	30(2h/wk)	30 (2h/wk)	60 (04h/wk)
d. Study level/semester at which this course is offered	I semester B. Pharm		
e. Pre-requisite	Basic English		
f. Co-requisite	N/A		
g. Language of teaching the course	English		
h. Prepared by	Dr. Khan Dureshahwar		
i. Approved by	Dr. Maria Saifee		

5.2.Course Description:

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

5.3.Course Objectives:

Upon completion of this course the student should be able to:

- Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation
- Communicate effectively (Verbal and Non Verbal)
- Effectively manage the team as a team player
- Develop interview skills
- Develop Leadership qualities and essentials

5.4. Course Outcomes (CO): (around 5 to 8)

(e.g. CO101.1 (CO - course code, 101 subject code as per syllabus, & .1 is first CO))

Code	Course outcome
CO 105.01	Boost English Communication Skills.
CO 105.02	Develop and understand various styles of communication.
CO 105.03	Refine listening and active listening abilities, improve writing skill with proper English grammar.
CO 105.04	Develop and understand Interview and presentation skills.
CO 105.05	Enhance knowledge and awareness about group discussion.

5.4.1 Alignment of PO to CO: (PO: Program Outcome; CO: Course Outcome)

Course code (CO)	Program Outcome (PO)										
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO 105.01	H	-	-	-	S	H	M	H	H	-	H
CO 105.02	H	M	-	-	H	H	M	H	M	-	H
CO 105.03	H	-	S	-	M	H	H	H	H	-	H
CO 105.04	H	-	S	-	H	H	M	H	M	-	H
CO 105.05	H	-	S	-	M	H	H	H	M	-	H

Correlation levels H, M or S as defined below:

H: High; M: Moderate (Medium); S: Slight (Low); If there is no correlation, put '-'

5.4.2 Teaching and Assessment Methods for achieving learning outcome:

Teaching Strategies /methods used	Methods of Assessment
Conventional Method Digital Method (PPT, AVs, Animations)	Question-Answer Sessions, Class Test

6. COURSE CONTENT:

6.1. Theoretical Aspect:

Order	Topic list/units	Subtopics list	Number of Weeks	Contact Hours
1	Unit I	a. Communication Skills - Introduction, definition, the Importance of communication, the communication process source, message,	03	07

		<p>encoding, channel, decoding, receiver, feedback, context.</p> <p>b. Barriers to communication – Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers.</p> <p>c. Perspectives in Communication- Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment.</p>		
2	Unit II	<p>a. Elements of Communication - Introduction, Face to Face Communication, Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication.</p> <p>b. Communication Styles- Introduction, The Communication Styles Matrix with example for each - Direct Communication Style, Spirited Communication Style, Systematic, Communication Style, Considerate Communication Style.</p>	03	07
3	Unit III	<p>a. Basic Listening Skills- Introduction, Self awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations.</p> <p>b. 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>c. Writing Effectively- Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message.</p>	03	07
4	Unit IV	<p>a. Interview Skills- Purpose of an interview, Do's and Don'ts of an interview.</p> <p>b. Giving Presentations- Dealing with Fears, Planning your Presentation, Structuring You're Presentation, Delivering Your Presentation, Techniques of Delivery.</p>	02	05
5	Unit V	<p>a. Group Discussion- Introduction, Communication skills in group discussion, Do's and Don'ts of group discussion.</p>	02	04

6.2. Practical Aspect (If Any):

Order	Tasks/Experiments	Number of Weeks	Contact Hours
1	Meeting People	01	2h/wk

2	Asking Questions	01	2h/wk
3	Making Friends	01	2h/wk
4	What did you do?	01	2h/wk
5	Do's and Don'ts	01	2h/wk
6	Pronunciations	01	2h/wk
7	Pronunciation (Consonant Sounds)	01	2h/wk
8	Pronunciation and Nouns	01	2h/wk
9	Pronunciation	01	2h/wk
10	(Vowel Sounds)	01	2h/wk
11	Advanced Learning	01	2h/wk
12	Listening Comprehension / Direct and Indirect Speech	01	2h/wk
13	Figures of Speech	01	2h/wk
14	Effective Communication	01	2h/wk
15	Writing Skills	01	2h/wk
16	Effective Writing	01	2h/wk
17	Interview Handling Skills	01	2h/wk
18	E-Mail etiquette	01	2h/wk
19	Presentation Skills	01	2h/wk
20	Advanced Learning	01	2h/wk

6.3. Assignments/Tutorials:

7. SCHEDULE OF ASSESSMENT TASKS DURING THE SEMESTER:

Sr. No.	Assessment Method	Week due	Marks	Proportion of Final Assessment
01	Group discussions, extempore		5	6.666%
02	Sessional (Internal Theory exam)		10	13.33%
03	Continuous Practical Assessment (Sessional Practical exam)	Weekly during practical	05	6.666%
04	Final exam (theory)	As per University at end of course	35	46.66%
05	Final exam(practical)		15	20%
Total			75	100%

8. STUDENT SUPPORT:

Office hours/week	Other procedures
Two hours minimum	dureshahwar_31@yahoo.com , khan_duresahwar@ybcepa.ac.in

9. TEACHER'S AVAILABILITY FOR STUDENT SUPPORT:

Days	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	10.00 – 11.00 am	10.00 – 11.00 am	10.00 – 11.00 am	10.00 – 11.00 am	11.00 am – 12.00 pm	11.00 am – 1.00 pm
Time	4.00 – 5.00 pm	4.00 – 5.00 pm	----	2.00 – 5.00 pm	4.00 – 5.00 pm	----

10. LEARNING RESOURCES:

Sr. No.	Title of Learning Material	Details
1	Text books	Arora P., Arora V., <i>et al.</i> , Communication Skills, PV Books, Pee Vee Publications.
2	Essential references (as per syllabus)	Wordsworth Language lab EWL Software
3	Reference material	Text books in college library
4	E-materials and websites	You tube videos
5	Other learning material	Wordsworth language lab EWL Software

11. FACILITIES REQUIRED:

Sr. No.	Particular of Facility Required
1	Lecture Rooms (capacity for 60 students)
2	Computing Lab to for Words Worth Language Lab.

12. COURSE IMPROVEMENT PROCESSES:

12.1. Strategies for obtaining student feedback on effectiveness of teaching:

Course delivery evaluation by students using: Questionnaire forms and online questionnaires

12.2. Other strategies for evaluation of teaching by the instructor or by the department:

Periodic review by Academic Planning & Monitoring Committee and departmental review committee, Observations and assistance of colleagues, External assessments by advisors/ examiners and auditors.

12.3. Process for improvement of teaching:

Use of ICT tools, teaching aids, Simultaneous practical orientation and theory classes (SPOT), Adoption of reflective teaching.

12.4. Describe the planning procedures for periodically reviewing of course effectiveness and planning for improvement:

Periodic review by departmental review committee, Review of course delivery and outcome through assessment and feedback from all stake holders.

12.5. Course development plans:

Provide inputs for course improvement and update to University Course development Committees (Board of Studies)

13. INFORMATION ABOUT FACULTY MEMBER RESPONSIBLE FOR THE COURSE:

Name	Dr. Khan Dureshahwar (KDR)
Location	Department of Pharmacology
Contact Detail (e-mail & Cell No.)	9270072159 (dureshahwar_31@yahoo.com , khan_dureshahwar@ybccpa.ac.in)
Office Hours	10:00 AM to 5:00 PM