

COURSE MODULE ON COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT (CSPD)



**Rafiq Zakaria Campus
Y B CHAVAN COLLEGE OF PHARMACY
Rauza Baugh, Aurangabad**

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PREFACE

Scope:

Being able to communicate effectively is the most important of all life skills. In today's competitive world, communication skills are the most sought after quality of an educated person. Reading, writing and listening carefully are the three most important communication skills for students. These skills like most of the communication skills sounds too familiar as a result of which we take them for granted.

Communication is simply the act of transferring information from one place to another. It may be vocally (using voice), written (using printed or digital media such as books, magazines, websites or emails), visually (using logos, maps, charts or graphs) or non-verbally (using body language, gestures and the tone and pitch of voice).

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.

Objectives:

Upon completion of the course the student shall be able to:

1. Communicate effectively (verbal and non verbal)
2. Effectively manage the team as a team player
3. Develop interview skills.
4. Develop Leadership qualities and essentials.
5. Understand important of interpersonal communication skills: They are important in a wide range of circumstances and environment: probably, in fact, they help whenever one meets and interacts with people.
6. Develop good communication skills to build relationships, both professionally and personal level.
7. Improve presentation skills.

BASIC LEVEL:

I. COMMUNICATION SKILLS

Unit I: Verbal communication

Basics of communication: How to learn the language.

Communication Skills:

Introduction, Definition, the importance of communication, the communication process

– Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context

Barriers to communication:

Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers

Concept of communication: Different types of communication – interpersonal, intrapersonal, group communication, verbal communication, non-verbal communication, mass communication, persuasive communication, business communication.

Formal communication and informal communication.

Non verbal communication: Body language, eye contact, clothing, gestures, voice tone, dining table etiquettes, posture, social media etiquettes.

Unit II: Over view of English grammar:

Parts of speech, figures of speech

Vocabulary: Types of words: homophones (sea, see) and homonyms (bark₁, bark₂), antonyms, synonyms, acronyms, abbreviations, prefix and suffixes, idioms and phrases.

Fun games to build vocabulary

Unit III: Listening and reading skills

Active and passive listening

Fun games to enhance listening skills, building vocabulary.

Unit IV: Speaking skills

Self introduction, construction of sentences, how to make effective English communication.

Stress and intonation pattern in spoken English.

Common errors in Indian spoken English

Most common mispronounced words, misspelled words, confusing words.

Role play

Extempore

ADVANCE LEVEL

II. PERSONALITY DEVELOPMENT

Definition of Personality development and soft skills:

Personality and personality development, emotional intelligence, knowing self, self Assessment, ability to introspect, strengthening qualities and overcoming weaknesses. Developing the habits of success.

Presentational skills: preparing good CV / bio-data, audio and video CV, creating blog, professional connectivity through web and social media, power point presentation, stage communication skills, conducting workshops and project reports, report writing skills and graphics. Creating blog, professional connectivity through web and social media, power point presentation.

Oral Presentation:

Dealing with fears, planning your presentation, structuring presentation, delivering presentation, techniques of delivery.
Posture/appearance/attire, voice modulation.
How to develop confidence, dos and don'ts.

Unit V: Writing skills

Identification of different writing styles: expository, persuasive, descriptive and narrative.

Netiquettes: General tips on online communication through emails and cell phone communication, social media. Email writing, business letters.

Report writing / research paper writing, job applications and CV/Resume writing, visume making.

Unit VI: Extempore:

- a. Basics: Do's and Don'ts.
- b. How to overcome stage fear.
- b. Extempore sessions in class.

Unit VII: Group discussion:

- a. Basics: Do's and Don'ts
- b. Group discussion in class, structured and unstructured.
- c. Body language

Unit VIII: Personal Interview:

- a. Dos and Don'ts
- c. Body language
- d. Telephonic conversation/interviews.
- e. Getting ready for interview.
- f. Mock interview sessions

Unit IX:

Social etiquettes: Tips on general soft skills in student life, professional and personal life.

Habits: identifying good and bad habits.

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