

Objective :

At the end of the subject the student will be able to communicate effectively with confidence both orally and written so that student is able to:

1. Facilitate interpersonal Communication,
2. Present effectively;
3. Effectively participate and lead group discussions and tasks in writing effectively.
4. Negotiate in various situations.
5. Be a good public speaker
6. To write effectively formal and informal communication.

Content :

Interpersonal and group communication, communication through telephone, facing and conducting interviews for employment as well as other purpose, public speaking, Presentation design and layout, presentation delivery; Planning and preparation for group discussions, how to summarize and guide the direction of a discussion , group discussion etiquettes; Competitive versus collaborative decision making, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation; various stages of preparation for delivering a speech – selection of topic, relevant data collection, draft preparation etc. Listening to famous speeches; Comprehension, letter writing – formal and informal, report writing, creative writing; Structure and content of various types of reports, how to provide references and written data presentations

Pedagogy :

Experiential exercises, video and audio feedback. More stress to be given on language more than the psychological process in- class discussions; Role plays, demonstrations, Presentations, listening to famous speeches

Reference/Readings:

1. Business and Professional Communication by Kelly M. Quintanilla and Shawn T. Wahl, latest South Asia Edition, Sage Publications India Pvt. Ltd, Mathura Road, New Delhi, India, 110044.
2. Effective Business Communication by Anjanee Sethi ,Bhavna Adhikari, Tata MacGraw Hill Education, India.
3. How to be a Great Communicator in Person, On Paper, and on Podium by Nido Qubein, Viva Books, India.

