

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	To introduce the essentials of effective communication in different contexts	
<u>Content:</u>	Difference between formal and informal communication; Communication process, types, Effectiveness in communication – the Roles of Sender, Receiver and the medium; Role of culture in communication; Importance of Non Verbal Communication	12 hours
	Oral Communication: Skills required for effective interpersonal and group communication, Effective Public speaking. Noise in communication and its prevention. Barriers and Gateways in Communication;	12 hours
	Written Communication: Fundamentals of effective writing; different forms of written communication; report writing, creative writing; Structure and content of various types of reports; Creativity in Communication	12 hours
	Competitive versus collaborative communication, types of negotiation, barriers in effective negotiation, interests versus positions in negotiation;	12 hours

<u>Pedagogy:</u>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<u>Learning Outcomes</u>	An ability to facilitate interpersonal Communication, participate in group discussions, and to write effectively.	
<u>References/Readings</u>	<ol style="list-style-type: none"> 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. 	