

Subject Code: BP105T	Subject Title: Communication Skills -Theory
Pre-requisite Subject	- NONE -

Scope:

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.

Objectives:

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

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

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	Theory(T)		Total Marks
				University Assessment	Continuous Assessment	
						Theory
2	---	--	2	NA	50*	50

*means Non University Examination (NUE). The subject expert at college level shall conduct examinations.

Course Content			
Sr. No.	Topic	Total Hours (30 hours)	Weight (%)
1	UNIT – I • 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 • Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment	07	23
2	UNIT – II • Elements of Communication: Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication • Communication Styles: Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate	07	23

	Communication Style		
3	UNIT – III • Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations • 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 • Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message	07	23
4	UNIT – IV • Interview Skills: Purpose of an interview, Do's and Dont's of an interview • Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery	05	17
5	• UNIT – V • Group Discussion: Introduction, Communication skills in group discussion, Do's and Dont's of group discussion	04	14

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1st Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals –PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press, 2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1st Edition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009
12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, Mc Graw Hill, 1999