

Rajagiri College of Social Sciences(Autonomous)

Course Plan

Communication Essentials (VACO-01)

Course Objective:

- 1) To help students understand the fundamentals of communication and their application in everyday life
 - 2) To help students overcome the communication barriers
 - 3) To help students make informed decisions
 - 4) To help students meet the demands of the academic courses they have chosen
 - 5) To help students to be industry ready
- To achieve the basic language skills, prepare and enhance the chances of taking higher education or international positions.

Total Hours	Offered During	Recourse Person
30 – 40 Hrs.	1st and 2nd Semesters	Prof. Alex P Joseph Email: alexjoseph@rajagiri.edu

Session Plan

Topic	Methodology
Elements of Communication	Lecture & Video Screening
Speak Out (Self Introduction)	Activity
Nonverbal Communication – Significance of Kinesics, Proxemics & Haptics	Lecture & Video Presentation
Barriers to Communication – Physical, Psychological, Cultural & Semantic	Lecture & Role Play
Listening as a Communication Skill – Casual Listening, Listening for Information, Intensive Listening, Empathetic Listening – Poor Listening Habits	Lecture & Activity
Building Deeper Relations with the Johari Window	Lecture and Activity

Public Speaking-Importance of Public Speaking-Qualities of a Good Speaker	Video Mediated lecture and Speaking Activity
Designing and Delivering Power Point Presentations – Organizing the Content- Designing Compelling Presentation Visuals-Delivery Style	Lecture & Assignment - Creating PPTs & Delivering Presentations
Creativity in Communication – Unleashing Imagination- AIDA	Lecture & AIDA Activity
Letter Writing	Lecture & Practical Assignment
From Groups to Teams – Leadership- Conflict Resolution – Competitive versus Cooperative Orientation	Lecture & Activity _ Creating a Video Advertisement
Group Discussion –What does the GD Test? – Do’s & Don’ts of GD	Lecture & Group Discussion Activity
Interviews -Types of interviews- Preparing for an Interview	Lecture & Practical Assignment
Social Campaign – Ingredients of Successful Campaigns-Power of Persuasion	Lecture & Street play
Problem Solving and Decision Making – Decision making Methods – Implementing Decisions	Lecture & Case Analysis
Etiquette Advantage in Communication – Introductions and Greetings – Dressing and Grooming	Video Mediated lecture

Assessment plan:

Evaluation Criteria:

Component	Marks
Role Play	25.00%
Class Participation	15.00%
Assignments	25.00%
Presentation	25.00%
Attendance	10.00%
Total	100.00%

Learning Outcomes:

1. Display competence in oral and written communication.
2. Demonstrate interpersonal skills.
3. Understand the role of communication in personal and professional success.

