



Rajagiri College of Social Sciences

Course Plan

Course name: Communication Essentials

Course Code: 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	Resource Person
30 – 40 Hrs.	1st and 2nd Semesters 2015-16	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 Paly	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.

