



**BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE**
Re-accredited with 'A' Grade by NAAC
Autonomous College – Affiliated to Osmania University

DEPARTMENT OF LANGUAGES (English)

PROGRAMME NAME: B.Sc.

COURSE NAME: COMMUNICATION SKILLS (SEC) 2023-'24

**PAPER CODE: SEC 354A
YEAR/SEMESTER: II/III**

**PPW: 2
NO. OF CREDITS: 2**

COURSE OBJECTIVE: To help students improve their speaking skills and non-verbal communication skills and to enable them communicate through the digital media

UNIT-WISE COURSE OBJECTIVES:

- COB1:** To enhance the students' public speaking skills by helping them overcome stage fright, and to develop their non-verbal communication skills
- Cob2:** To enable students understand the significance of digital literacy and digital technology in personal and professional spheres, to introduce them to internet basics and MS Office tools, and to promote effective use of social media and Google search and awareness on digital marketing

SYLLABUS

Unit I

Module 1: Public Speaking

- Introduction
- Combating stage fright
- Choosing an Appropriate Pattern
 - Chronological Pattern
 - Causal Pattern
 - Spatial Pattern
 - Topical Pattern
 - Psychological Pattern
- Selecting an Appropriate Method
 - Speaking from Memory
 - Speaking from the Manuscript
 - Speaking Impromptu
 - Speaking from Notes
- Art of Persuasion
- Making Speeches Interesting

Madhuri Malhotra

**Head of the Department
Department of Languages
Bharatiya Vidya Bhavan's Vivekananda College
Sainikpuri, Sec 6, Hyderabad - 500 094.**

Om
**PROFESSOR
Department of English
OSMANIA UNIVERSITY
HYDERABAD-500 007**

- Make Your Beginnings Catchy
- Use Wit and Humour
- Use Appropriate Body Language
- Use Proper Voice Modulation
- Use Examples and Instances
- End on an Emphatic Note
- Delivering Different Types of Speeches
 - Welcome/Introductory Speech
 - Vote of Thanks Speech
 - Farewell Speech

Module 2: Non-verbal Communication

- Meaning of non-verbal communication
- Introduction to modes of non-verbal communication
- Breaking the misbeliefs
- Open and closed body language
- Eye contact and facial expressions
- Hand gestures
- Do's and don'ts
- Learning from experts
- Activities-based learning

Unit 2:

Module 1: Digital Literacy

- Role of digital literacy in professional life
- Trends and opportunities in using digital technology in workplace
- Internet Basics
- Introduction to MS office tools
 - i. Paint
 - ii. Office
 - iii. Excel
 - iv. PowerPoint

Module 2: Effective use of Social Media

- Introduction to social media websites
- Advantages of social media
- Ethics and etiquette of social media
- How to use Google search better
- Effective ways of using social media
- Introduction to Digital Marketing

COURSE OUTCOMES

Madhuri Math

Head of the Department
 Department of Languages
 Bharatiya Vidya Bhavan's Vivekananda College
 Sainikpuri, Sec. 6, Hyderabad - 500 094.

Mani
PROFESSOR
 Department of English
 OSMANIA UNIVERSITY
 HYDERABAD-500 007

By the end of the course students will be able to:

SEC 354A CO1: Express their thoughts and ideas effectively in spoken form; **demonstrate** impactful non-verbal communication

SEC 354A CO2: Use the tools of digital technology productively; **apply** techniques for effective use of social media and Google search and **illustrate** knowledge of digital marketing

Suggested Reading:

1. *Communication Skills* by Dr. Lalitha Ramakrishnan and Dr. C.S.G. Krishnamacharyulu (Himalaya Publishing House)

2. *Communication Skills* by Sanjay Kumar and Push Latha (Oxford University Press)

Madhuri Mathur

Head of the Department
Department of Languages
Bharatiya Vidya Bhavan's Vivekananda College
Sainikpuri, Secunderabad - 500 094.

AM
PROFESSOR
Department of English
OSMANIA UNIVERSITY
HYDERABAD-500 007