



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

LIFE SKILLS COURSES

w.e.f. AY 2023-24

SEMESTER-I

COURSE 4: COMMUNICATION SKILLS

Theory

Credits: 2

2 hrs/week

Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

UNIT-I: BASICS OF COMMUNICATION

1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication

UNIT-II: PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation

UNIT- III: INTERVIEWS AND GROUP DISCUSSIONS


1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions


Recommended Activities:


- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.


References:

- Working in English, Jones, Cambridge
- Business Communication, Raman –Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Anjanee Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge


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