



SILVER OAK UNIVERSITY
OAK COLLEGE OF PHARMACY (067)
Programme Name: B.Pharm (18)
Subject Name: Communication Skill
Subject Code: 1180673181
Semester: I

Prerequisite:

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

Objective: Upon completion of course, 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 and Examination Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
2	0	2	4	3

Content:

Unit No.	Contents	Teaching Hours	Weightage %
1	<p>Communication Skills: Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context</p> <p>Barriers to communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers</p> <p>Perspectives in Communication: Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment</p>	07	23%

2	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 Communication Style	07	23%
3	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	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	Group Discussion: Introduction, Communication skills in group discussion, Do's and Dont's of group discussion	04	13 %

Course Outcome: After Completion of Syllabus students will able to

Sr. No.	CO statement	Unit No
CO-1	To understand communication skill, barriers to communication and prospective in communication.	1
CO-2	To gain knowledge about elements and style of communication.	
CO-3	To know how to develop good listening and writing skills.	3
CO-4	To develop interview skill and how to give presentation.	4
CO-5	To integrate skills for group discussion.	5

Teaching & Learning Methodology: -

The various methods or tools follows by the faculties to teach the above subject are:

1. Chalk and board method
2. Experiential learning.
3. Power point presentation and slide show method
4. Blended Learning
5. Mentorship

List of Tutorials/Experiments:

Students will perform following Experiments OR

The students will have to solve at least five examples and related theory from each topic as an assignment/tutorial.

Basic communication covering the following topics

Meeting People

Asking Questions

Making Friends

What did you do?

Do's and Dont's

Pronunciations covering the following topics

Pronunciation (Consonant Sounds)

Pronunciation and Nouns

Pronunciation (Vowel Sounds)

Advanced Learning

Listening Comprehension / Direct and Indirect Speech

Figures of Speech

Effective Communication

Writing Skills Effective Writing

Interview Handling Skills

E-Mail etiquette

Presentation skills

Books Recommended: - (minimum 3 books)

1. Andreja. J. Basic communication skills for Technology, Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Sanjay Kumar, Pushpalata. Communication skills, 1st Edition, Oxford Press, 2011
3. Stephen P. Robbins, Organizational Behaviour, 1st Edition, Pearson, 2013
4. Gill Hasson, Brilliant- Communication skills, 1st Edition, Pearson Life, 2011
5. Gopala Swamy Ramesh, The Ace of Soft Skills: Attitude, Communication and Etiquette for success, 5th Edition, Pearson, 2013
6. Deborah Dalley, Lois Burton, Margaret. Developing your influencing skills, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Konar nira, Communication skills for professionals, 2nd Edition, New arrivals – PHI, 2011

CO-PO-PSO Matrix:

Co. No.	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO-1	3	2	3	2	1	2	3	3	3	2	3	2	3
CO-2	3	2	3	2	1	2	3	3	3	2	3	2	3
CO-3	3	2	2	3	2	2	3	3	3	2	3	2	2
CO-4	3	2	2	2	3	1	3	2	3	2	3	2	3
CO-5	3	2	3	1	2	2	3	2	2	3	2	2	3