

ANDHRA KESARI UNIVERSITY



SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-I

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.

Course Content:

UNIT-I

BASICS OF COMMUNICATION

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

UNIT-II

PRESENTATION SKILLS

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation
4. Visual aids/Materials in presentation
5. Analyzing audience and managing questions

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
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

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
- Anjane Sethi & Bhavana Adhikari, Business Communication, Tata McGraw Hill
- Jermy Comfort, Speaking Effectively, et.al, Cambridge

4/19

Andhra Kesari University
ONGOLE

Skill Enhancement Course-II

Communication Skills

Semester I

Max. Marks: 50

Time: 2 hrs.

SECTION A (Total: 4x5=20 Marks)

Answer any four questions. **Each answer carries 5 marks**

1.	What are the features of communication?
2.	Describe the Process of communication?
3.	What are the steps involved in Verbal communication?
4.	What are the Visual Aids used in presentation?
5.	State any five strategies for effective communication?
6.	Make a list of Do's and Don'ts in an Interview?
7.	Why is a Group Discussion Conducted?
8.	How do you manage questions in Communication?

SECTION B (Total: 3x10 =30 Marks)

Answer any three questions. **Each answer carries 10 marks**

1.	Discuss the barriers of communication.
2.	Write a note on the Essential steps for a Good Presentation?
3.	Briefly explain Interview and its types?
4.	Describe various features used in Non-Verbal Communication?
5.	What is the structure and process of Group Discussion?

B. Raju 29/9/20

Rajana

4/19