

## UHU001 COMMUNICATION SKILLS

**Fundamentals of Communication:** Communication defined, Models of Communication, barriers in communication, perception and communication, essentials of good communication.

**Modes of human communication:** Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication.

**Spoken communication:** Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension.

**Making Oral presentations:** Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques.

**Written communication:** Fundamentals of sentence structure, writing as a process.

**Fundamental of technical writing:** Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications and resumes.

**Transactional Analysis:** Three human ego states, 4 life positions, different types of transactions.

**The significance of communication in a business organization:** Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine.

**Literary discussions:** Analysis and discussion of the novel *The Funda of Mix-ology* and short stories from the books *Under the banyan tree* and other stories and *Popular short stories*.

**Laboratory work:**

**Audio-visual aids for effective communication:** The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, etc.

**Software-aided activities in developing communication skills:**

Proper pronunciation, Learning to use the correct tense, Business writing, Report writing, Connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc.

**Case studies, group discussions, presentations.**

**Textbooks:**

1. Sen, L., *Communication Skills*. Prentice Hall of India (2004).
2. Dhar, M., *The Funda of Mixology: What bartending teaches that IIM does not*, Srishti Publications (2008).
3. Narayan, R. K., *Under the banyan tree and other stories*. Penguin Classics. (2007).
4. Board of Editors. *Popular Short Stories*, Oxford University Press. (2000).

**Reference books:**

1. Lesikar R. V., and Flatley M. E., *Basic Business Communication Skills for empowering the internet generation*. Tata McGraw Hill (2004) 10<sup>th</sup> ed.
2. Sharma R. C., and Mohan K., *Business Correspondence and Report Writing*. Tata Mc-Graw Hill (1994).
3. Rodriques, M. V., *Effective Business Communication*. Concept Publishing Company. (2003).