

OBJECTIVES:**The student should be made to:**

- Develop and understand verbal and non-verbal communication
- Acquire grammar for effective communication
- Enable learners express different functions using appropriate language
- Enable learners develop their ability to converse in different situations
- Impart skills in using English at workplace effectively

UNIT I UNDERSTANDING COMMUNICATION**6**

Role and Importance of Communication – Verbal and Non-verbal Communication – Barriers to Communication – Communication Mediums – Effective Communication – Group Communication.

UNIT II VOCABULARY AND GRAMMAR**6**

Aspects of vocabulary learning – Word formation – Sentence formation - Short forms of verbs - Common Grammatical Errors – Connective sentences - usage of Idioms and Phrases.

UNIT III EXPRESSING VARIED FUNCTION**6**


Introducing yourself – Greeting – Conversation between stranger – permission – opinion – information – Refusing – Agree/disagree – Apology – Praising – Requesting.

UNIT IV CONVERSATION LANGUAGE**6**

Understanding conversation – Chunking –Telling a story – Understanding public speech – Recognize Instructions – Persuasive Speech –Introduction to emphatic stress – Intensifying important words – Emphasizing corrections.

UNIT V CORPORATE COMMUNICATION**6**

Listening to Videos – Telephone and Email Etiquette – Extempore – Drafting and Delivering a Speech – Making Presentations – Group Discussion.

TOTAL: 30 PERIODS
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OBJECTIVES:

The student should be made to:

- Develop in learners a deep sense of self- esteem
- Enhance learners' self-motivation
- Impart leadership skills
- Help learners enhance critical, creative and analytical skills
- Felicitate learners acquire problem solving skills

UNIT I IDENTITY CONSTRUCTION 6

Identity formation – Theories of moral Development(Kohlberg) – Cultural heritage – Physical appearance – Problem of Identity Correspondence –Self acceptance– Knowing oneself – Self-confidence –Positive thinking – Self-development – Perception, attitude and Behavioural change, Personality development – Self-esteem.

UNIT II MOTIVATION AND MORALE 6

Definition – types (Intrinsic and Extrinsic) – Theories (Maslow's hierarchical needs) – Factors that affect motivation – Motivational strategies – Motivational plan – Interruption and Distractions – Motivation in the Business World.

UNIT III PROFESSIONAL THEORIES 6

Communication – Functions of leadership – Work pressure handling – Creative and critical thinking – Career planning and management – Emotional intelligence – Time management – Negotiation – Conflict management

UNIT IV APPLICATION SKILLS 6

Visionary thinking – formulating strategies – shaping strategies – building organizations relationships – change management – Project Management Skills – Independent working skills - Writing skills – Public Speaking –Analytical skills – Neo Research and Development.

UNIT V PROBLEM SOLVING SKILLS 6

Problem solving approaches and its components – Teamwork – Innovative and creative thinking– Tools and Techniques – Application of SMART analysis – Adaptability and flexibility– Decision making.

TOTAL: 30 PERIODS


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OUTCOMES:

On successful completion of this course, the students will be able to,

- Know the detail information of individuals
- Increase the self-confidence and develop the moral identity
- Accumulate the learner's career building skills
- Improve professional and life skills
- Engage the imagination to explore new possibilities, Formulate and articulate ideas.

REFERENCES:

1. Covey Sean, "Seven Habits of Highly Effective Teens", New York, Fireside Publishers, 1998.
2. Thomas A Harris, "I am Ok, You Are Ok", Harper and Row, New York, 1972.
3. Daniel Coleman, "Emotional Intelligence", Bantam Book, 2006.



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