

English

Subject Code: \_\_\_\_\_  
(For COE use only)

Dr. G.R.DAMODARAN COLLEGE OF SCIENCE, COIMBATORE - 14

DEPARTMENT OF ENGLISH

SYLLABUS FOR GENERAL STUDIES

PROFESSIONAL COMMUNICATION - 300G2

EFFECTIVE FROM THE ACADEMIC YEAR 2015-2016

SEMESTER III & IV

(Semester III : II BT, Viscom, BCA, BA, BSC( IT) & B.SC.( CS))

(Semester IV : II BBM & II YEAR ALL COMMERCE STUDENTS)

**Objectives:**

- To achieve communicative competence.
- To redefine the role of the professional including new roles as the intercultural mediator and facilitator of communication processes.
- To establish a cooperative working relationship with the professional field.

**Unit I**

(8 hrs)

Communication- Basics of communication-Types of communication- barriers in the path of communication- channels of communication- Building positive communication-formal and informal-communication-non-verbal cues-signposting-rephrasing -assertive /positive communication- importance of positive communication.

(8 hrs)

**Unit II**

Speaking skills- active listening- listening and responding- four basic reasoning skills - (Spatial, logical, numerical and verbal) short responses-types of speeches-persuading- influence model.

**Unit III**

(8hrs)

Elements of phonology-diction, pitch, Intonation, clarity in articulation -pronunciation, stress, Allophones- accent-grammar for effective speaking.

**Unit IV**

(8hrs)

Appropriate use of register, lexis, style-positive resume action verbs- positive indicators.

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**Unit V**

(8hrs)

Interpreting Gestures-Intra and interpersonal skills- interpersonal communication ethics - the basics of Group dynamics-group interaction and communication-how to be effective in groups- Assertive training-negotiation-compromise-feedback matrix

**ACTIVITIES**

- Icebreakers
- Vocabulary builder ✓
- Sentence completion exercises ✓
- Mental block exercise ✓
- Cloze test ✓
- Accuracy focused and fluency focused activities-fillers and turn taking
- Role play/simulations
- Confidence and personality building activities
- Extempore
- Just a minute exercises
- Debates
- Group discussion
- Case studies
- Presentations
- Pre-Assignments
- Pre-/Post-Assessments
- Coping activities
- Stress management (Wrap up)
- Thinking activities
- Problem solving activities
- Energy activities
- Development Games To Improve Listening Skills

**TEXT BOOKS**

1. Development Management Skills, Whetten & Cameron, 7<sup>th</sup> Ed. Pearson, PHI.
2. Adler, Ronald B, "Communicating at Work: Principles and Practices for Business and the Professions". New York: Random House, 1995.

**REFERENCE BOOKS**

1. Interviewing in Action Relationships, Process & Change, Bianca Cody Murphy, Carolyn Dillon, Brooks/Cole, 2003.
2. Theories of Personality- Calvin S Hall Et Al, Wiley Publication.
3. Lakshminarayanan, K.R. "English for Technical Communication", 2<sup>nd</sup> Ed. SCITECH Publications, Chennai, 2001.

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