

Course code: FMSSBC101

Course code: Communication Skills

Total Hours: 32

Course Objectives:

- Students will learn essential verbal, non-verbal, and written communication techniques to convey ideas clearly and professionally.
- Students will practice active listening and learn how to give and receive constructive feedback effectively.
- Students will build confidence in public speaking, delivering engaging presentations, and adapting messages for diverse audiences.
- Students will gain proficiency in professional writing, including emails, reports, and proposals, to ensure clarity, conciseness, and impact.

Contents

Unit 1: 8 Hours

Meaning, Nature, Needs, Types of Communication: Oral Written & Nonverbal, Upward, Downward & Lateral, Theories of Communication, Process of Communication, Barriers to Effective Communication.

Unit 2:

8 Hours

Communication for Employment: Strategies to Develop Effective Communication Skills, Speeches, Public Speaking, Interviews, Group Discussion, Conference, Effective Listening, and Grapevine Communication.

Unit 3: 8 Hours

Types of Non-Verbal Communication: Meaning and Importance Kinesics, Proxemics, Chronemics, Paralanguage and Artefacts, Business etiquettes: Dressing & Grooming, Business Meals, Table Manners.

Unit 4: 8 Hours

Report Writing: Types and Structure of Reports, Drafting of Reports, Introduction to Electronic Communication, Designing and Delivering Business Presentations.


**Faculty of Management Studies
Gopal Narayan Singh University
Jamuahar (Rohtas) Bihar**


**Coordinator
IQAC (NAAC)
Gopal Narayan Singh University
Jamuahar, Sasaram, Rohtas (Bihar)**

Course Outcomes:

- Understand and Describe the Fundamentals of Communication
- Apply Communication Strategies in Employment Scenarios
- Analyze and Differentiate Non-Verbal Communication Forms
- Create Professional Reports and Business Presentations


Dean
Faculty of Management Studies
Gopal Narayan Singh University
Jamuhar (Rohtas) Bihar


Coordinator
IQAC (NAAC)
Gopal Narayan Singh University
Jamuhar, Sasaram, Rohtas (Bihar)