

# Gandhinagar Institute of Pharmacy

Bachelor of Pharmacy (Undergraduate)

Semester I



<b>Subject Code: BP105T</b>	<b>Subject Title: Communication Skills (Theory)</b>
<b>Pre-requisite: --</b>	

**Course Objective:** Upon completion of the course student shall be able to

1. Identify Basic communication skills (Verbal and Non-Verbal).
2. Learn Writing Skills, Interview Handling Skills, and Presentation Skills.
3. Understand the behavioral needs for a pharmacist to function effectively in the areas of pharmaceutical operation.
4. Effectively manage the team as a team player
5. Develop Leadership qualities and essentials.

Teaching Scheme (Hours per week)			Evaluation Scheme (Marks)			
Lecture	Tutorial	Credit	Theory			Total
			University Assessment	Continuous Assessment	Internal Assessment	
2	-	2	35	5	10	50

## Detailed Syllabus:

Sr. No.	UNIT	Hours	Weightage (%)
1.	<b>Communication Skills, Barriers to communication, Perspectives in Communication.</b> Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context. Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional Barriers. Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment.	<b>7 Hours</b>	<b>23.33%</b>
2.	<b>Elements of Communication, Communication Styles:</b> Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal	<b>7 Hours</b>	<b>23.33%</b>

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	communication), Verbal Communication, Physical Communication.  Introduction, The Communication Styles Matrix with example for each - Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style.		
3.	<b>Basic Listening Skills, Writing Effectively, Effective Written Communication</b>  Introduction, Self-Awareness, Active Listening, becoming an Active Listener, Listening in Difficult Situations.  Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion Required, Shades of Meaning, Formal Communication.  Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message.	7 Hours	23.33%
4.	<b>Interview Skills, Giving Presentations</b>  Purpose of an interview, Do's and Don'ts of an interview. Dealing with Fears, planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery.	5 Hours	16.66%
5.	<b>Group Discussion:</b> Introduction, Communication skills in group discussion, Do's and Don'ts of group discussion.	4 Hours	13.33%

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Semester I



<b>Subject Code: BP105P</b>	<b>Subject Title: Communication skills (Practical)</b>
<b>Pre-requisite: --</b>	

**Course Objective:** Upon completion of the course student shall be able to

1. Identify Basic communication skills.
2. Differentiate Consonant and Vowel Sounds.
3. Learn Writing Skills, Interview Handling Skills and Presentation Skills.

<b>Teaching Scheme (Hours per week)</b>		<b>Evaluation Scheme (Marks)</b>			
<b>Practical</b>	<b>Credit</b>	<b>Theory</b>			<b>Total</b>
		<b>University Assessment</b>	<b>Continuous Assessment</b>	<b>Internal Assessment</b>	
2	1	15	5	5	25

## List of Practical:

<b>Sr. No.</b>	<b>Title of the unit</b>
1	Basic communication covering the following topics
	(a) Meeting People
	(b) Asking Questions
	(c) Making Friends
	(d) What did you do?
(e) Do's and Don'ts	
2	Pronunciations covering the following topics
	(a) Pronunciation (Consonant Sounds)
	(b) Pronunciation (Vowel Sounds)
3	Advanced Learning
	(a) Listening Comprehension / Direct and Indirect Speech
	(b) Figures of Speech
	(c) Effective Communication Writing Skills
	(d) Effective Writing
	(e) Interview Handling Skills
	(f) E-Mail etiquette
(g) Presentation Skills	

#### Recommended Study Material:

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2<sup>nd</sup> Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1<sup>st</sup> Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1<sup>st</sup> Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1<sup>st</sup> Edition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala
6. Swamy Ramesh, 5<sup>th</sup> Edition, Pearson, 2013 7. Developing your influencing skills, Deborah Dalley, LoisBurton, Margaret, Green Hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2<sup>nd</sup> Edition, New arrivals
8. PHI, 2011 9. Personality development and soft skills, Barun K Mitra, 1<sup>st</sup> Edition, Oxford Press, 10. 2011
9. Soft skill for everyone, Butter Field, 1<sup>st</sup> Edition, Cengage Learning India pvt. ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1<sup>st</sup> Edition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4<sup>th</sup> Edition, Pan Mac Millan, 2009
12. Bringing out the best in people, Aubrey Daniels, 2<sup>nd</sup> Edition, Mc Graw Hill, 1999