

**I DEGREE**  
**SEMESTER - I**  
**2023 - 24**

**Communication Skills**



## SRI Y. N COLLEGE (Autonomous)

(Affiliated to Adikavi Nannaya University)

Accredited by NAAC with A+ Grade with a CGPA of 3.28

Recognized by UGC as 'College with Potential for Excellence'

CBCS New Revised Syllabus (w.e.f 2023-2026 Batch)

I B.A., B.Sc., B.Com., BBA., BCA., & B.Voc Degree

SEMESTER - I

### COMMUNICATION SKILLS



#### Course Objectives & Outcomes:

Upon the completion of the course the students will be able to:

- Understand the nature importance of communication.
- Learn the process involved in communication.
- Develop interview skills.
- Acquire presentation skills.
- Effectively play their roles in group discussions.
- Enhance the skills of public speaking.

#### Course Content:

##### UNIT-I (BASICS OF COMMUNICATION)

1. Nature and importance of communication
2. Process of Communication
3. Principles of communication
4. Barriers to effective communication
5. Strategies for effective communication

##### UNIT-II (PRESENTATION SKILLS)

1. Preparation of a good presentation
2. Verbal communication in presentation
3. Non-verbal communication in presentation
4. Visual aids/Materials in presentation
5. Analyzing audience and managing questions

##### UNIT- III (INTERVIEWS AND GROUP DISCUSSIONS)

1. Interview and its types
2. Before, during and after an interview
3. Do's and Don'ts in an interview
4. Basic Interview questions
5. Structure and process of Group Discussions
6. Role functions, Do's and Don'ts

#### Recommended Activities:

- Presenting seminar papers.
- Mock interviews.
- Using Power point presentations in seminars.

K. Bhawan

R. v. Krishna D.



APPROVED

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