



<b>Program</b>	Bachelor of Pharmacy (BPharm)	<b>Semester - 1</b>
<b>Type of Course</b>	-	
<b>Prerequisite</b>		
<b>Course Objective</b>	-	
<b>Effective From A.Y.</b>	2023-24	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				External Marks (T)	Internal Marks (T)	External Marks (P)	Internal Marks (P)	
2	-	2	3	35	15	15	10	75

SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>UNIT-I</b> <b>1. Communication Skills:</b> Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context <b>2. Barriers to Communication:</b> Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional Barriers <b>3. Perspectives in Communication:</b> Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment	7	24
2	<b>UNIT-II</b> <b>4. Elements of Communication:</b> Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication <b>5. Communication Styles:</b> Introduction, The Communication Styles Matrix with example for each - Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style	7	24
3	<b>UNIT-III</b> <b>6. Basic Listening Skills:</b> Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations <b>7. Effective Written Communication:</b> Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion Required, Shades of Meaning, Formal Communication <b>8. Writing Effectively:</b> Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message	7	24
4	<b>UNIT-IV</b> <b>9. Interview Skills:</b> Purpose of an interview, Do's and Dont's of an interview <b>10. Giving Presentations:</b> Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery	5	16
5	<b>UNIT-V</b> <b>11. Group Discussion:</b> Introduction, Communication skills in group discussion, Do's and Dont's of group discussion	4	12
<b>Total</b>		<b>30</b>	<b>100</b>

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyze	Evaluate	Create
Weightage	30	30	20	10	5	5

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



**Course Outcomes**

**At the end of this course, students will be able to:**

C01	Knowledge and understanding of behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation
C02	Basic understanding of the elements of communication and communication system matrix with examples.
C03	Understanding and development of skills like active listening and other skills of effective communication such as speech and writing.
C04	Understanding and to develop skills for interview, presentation, and group discussions.
C05	To interact effectively with other health workers by improving and doing basic communication, pronunciation and listening skills.

**Reference Books**

1.	<b>Basic Communication Skills for Technology</b> By Andreja J. Ruther Ford   Pearson Education   2nd, Pub. Year 2011
2.	<b>Communication Skills</b> By Sanjay Kumar, Pushp Lata   Oxford University Press
3.	<b>Organizational Behaviour</b> By Stephen P. Robbins   Pearson   1st, Pub. Year 2013
4.	<b>Brilliant- Communication Skills</b> By Gill Hasson   Pearson Life   1st, Pub. Year 2011
5.	<b>The Ace of Soft Skills: Attitude, Communication and Etiquette for Success</b> By Gopala Swamy Ramesh   Pearson   5th, Pub. Year 2013
6.	<b>Developing your influencing skills</b> By Deborah Dalley, Lois Burton, Margaret, Greenhall   Universe of Learning LTD   1st, Pub. Year 2010
7.	<b>Communication Skills for Professionals</b> By Konar Nira   New arrivals- PHI   2nd, Pub. Year 2011
8.	<b>Personality Development and Soft Skills</b> By Barun K Mitra   Oxford Press   1st, Pub. Year 2011
9.	<b>Soft Skill for Everyone</b> By Butter Field   Cengage Learning India Pvt. Ltd.   1st, Pub. Year 2011
10.	<b>Soft Skills and Professional Communication</b> By Francis Peters SJ   Mc Graw Hill Education   1st, Pub. Year 2011
11.	<b>Effective Communication</b> By John Adair   Pan Mac Millan   4th, Pub. Year 2009
12.	<b>Bring out the best in people</b> By Aubrey Daniels   Mc Graw Hill   2nd, Pub. Year 1999
13.	<b>Communication Skills (TextBook)</b> By Dr. Pragi Arora, Dr. Varun Arora, Dr. Jaydeep Singh Dua   S. Vikas and Company Medical Publisher   Revised Edition 2017, Pub. Year 2022
14.	<b>Communication Skills (TextBook)</b> By Sambhaji K. Budhavale   Technical Publication   1st, Pub. Year 2018
15.	<b>Communication and Soft Skill Development (TextBook)</b> By Dr. Rajesh J. Oswal   Nirali Prakashan   1st, Pub. Year 2017



**List of Practical**

1.	Introduction to communication skills and it's importance
2.	To understand different etiquette for following topics (Meeting People and asking questions)
3.	To understand different etiquette for following topics (Making friends, Do's and Dont's)
4.	To conduct group discussion on following topics 1. Use of social media by children 2. Digital payments are secure and India is ready to go cashless
5.	To understand Pronunciations and nouns (Consonants & Vowels)
6.	To perform Listening exercise
7.	To understand Direct and Indirect speech.
8.	To understand Figure of speech- Importance, types and examples.
9.	Introduction to effective communication
10.	To perform Informal letter writing
11.	To perform Formal letter writing
12.	Introduction to interview handling skills and exercise
13.	To perform e-mail exercise
14.	Introduction to presentation skills
15.	Mid Semester Examination