



# RAFFLES UNIVERSITY

## TEACHING PLAN: ART OF COMMUNICATION I

**Faculty Name- Dr. Deepika Mishra**

<b>SCHOOL: SCHOOL OF HUMANITIES AND SOCIAL SCIENCES</b>	<b>ACADEMIC SESSION- 2023- 2024</b>	<b>FOR BATCH BA: 2022-2025</b>			
<b>1</b>	<b>COURSE CODE</b>	<b>AE-401</b>			
<b>2</b>	<b>COURSE TITLE</b>	<b>ART OF COMMUNICATION I</b>			
<b>3</b>	<b>CREDITS</b>	<b>2</b>			
<b>4</b>	<b>LEARNING HOURS</b>	<b>CONTACT HOURS</b>		<b>54</b>	
		<b>PRACTICAL TEACHING</b>		<b>20</b>	
		<b>PROJECT, TUTORIAL, ASSESSMENT</b>		<b>26</b>	
		<b>TOTAL HOURS</b>		<b>100</b>	
<b>5</b>	<b>COURSE OBJECTIVE</b>	The course is designed in a way to make the students acquainted with the idea of communication. It explains how communication is one of the basic functions of management in any organization. Communication is a basic tool in building good human relations in an organization.			
<b>6</b>	<b>COURSE OUTCOMES</b>	<ol style="list-style-type: none"> <li>1. The role of Business Communication in running a business and managing an organization.</li> <li>2. Effective Communication is very important for the successful working of an organization.</li> <li>3. Communication is both oral and written.</li> <li>4. Students will be able to develop good and effective communication skills.</li> </ol>			
<b>7</b>	<b>OUTLINE OF THE SYLLABUS:</b>				
<b>7.00</b>	<b>PAPER CODE</b>	<b>UNIT</b>	<b>INTRODUCTION</b>	<b>REFERENCE NUMBER</b>	<b>TEACHING METHODS</b>
<b>7.01</b>	<b>AE 401</b>	<b>1.</b>	<b>Communication Skills:</b> Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context	<ul style="list-style-type: none"> <li>• <i>Business Communication-</i> Vikram Bisen, Priya</li> <li>• Business communication - T.N. Chhabra, Sun India Publications 2007</li> <li>• Basic communication skills for Technology,</li> </ul>	Lecture and Discussion, Use of PPT

			<p><b>Barriers to communication:</b> Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers</p> <p><b>Perspectives in Communication:</b> Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment</p>	<p>Andreja. J. Ruther Ford, 2nd Edition, Pearson</p> <ul style="list-style-type: none"> <li>• Education, 2011</li> <li>• Communication skills, Sanjay Kumar, Pushpalata, 1 stEdition, Oxford Press, 2011</li> </ul>	
7.02	AE 401	2.	<p><b>Elements of Communication:</b> Introduction, Face to Face Communication – Tone of voice, Body Language (Non-Verbal Communication), Verbal Communication Physical Communication.</p> <p><b>Communication Styles:</b> Introduction, The Communication styles Matrix with example for each Direct Communication style, Spirited Communication style, Systematic Communication style, Considerate Communication style.</p>	<ul style="list-style-type: none"> <li>• <i>Business Communication-</i> Vikram Bisen, Priya</li> <li>• Organizational Behaviour, Stephen .P. Robbins, 1 stEdition, Pearson, 2013</li> <li>• Brilliant- Communication skills, Gill Hasson, 1 stEdition, Pearson Life, 2011</li> <li>• The Ace of Soft Skills: Attitude, Communication and Etiquette for success, GopalaSwamy Ramesh, 5 thEdition, Pearson, 2013</li> </ul>	Lecture and Discussion, PPT
7.03	AE 401	3.	<p><b>Basic Listening Skills:</b> Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations.</p> <p><b>Effective Written Communication:</b> Introduction, When and</p>	<ul style="list-style-type: none"> <li>• <i>Business Writing Essentials-</i> Clare Whitmell</li> <li>• Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Greenhall, 1st Edition Universe of Learning LTD, 2010</li> </ul>	Lecture and Class Activities, PPT

			<p>When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication.</p> <p><b>Writing Effectively:</b> Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message</p>	<ul style="list-style-type: none"> <li>• 7. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals –PHI, 2011</li> <li>• 8. Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press,2011</li> </ul>	
7.04	AE 401	4.	<p><b>Interview Skills:</b> Purpose of an interview, Do's and Dont's of an interview</p> <p><b>Giving Presentations:</b> Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery</p>	<ul style="list-style-type: none"> <li>• <i>Business Communication-</i> ICFAI Center for Management Research</li> <li>• Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd,2011</li> <li>• Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011</li> </ul>	Lecture and Class Activities  PPT
7.05	AE 401	5.	<p><b>Group Discussion:</b> Introduction, Communication skills in group discussion, Do's and Dont's of group discussion</p>	<ul style="list-style-type: none"> <li>• Effective communication, John Adair, 4 thEdition, Pan Mac Millan,2009</li> <li>• 12. Bringing out the best in people, Aubrey Daniels, 2 ndEdition, Mc Graw Hill, 1999</li> </ul>	Discussion

#### 8. Course Evaluation

8.10	CA: 20%	
8.1	Attendance	5%
8.12	Homework	
8.13	Presentation	10%
8.14	Quizzes	
8.15	Projects	
8.16	Any Other	5%
8.2	MTE(IA)	
8.3	End Term Examination	60%

9. References and Video References		
9.1	References	<ol style="list-style-type: none"> <li>1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011</li> <li>2. Communication skills, Sanjay Kumar, Pushpalata, 1 stEdition, Oxford Press, 2011</li> <li>3. Organizational Behaviour, Stephen .P. Robbins, 1 stEdition, Pearson, 2013</li> <li>4. Brilliant- Communication skills, Gill Hasson, 1 stEdition, Pearson Life, 2011</li> <li>5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, GopalaSwamy Ramesh, 5 thEdition, Pearson, 2013</li> <li>6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Greenhall, 1st Edition Universe of Learning LTD, 2010</li> <li>7. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals –PHI, 2011</li> <li>8. Personality development and soft skills, Barun K Mitra, 1 stEdition, Oxford Press, 2011</li> <li>9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011</li> <li>10. Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011</li> <li>11. Effective communication, John Adair, 4 thEdition, Pan Mac Millan, 2009</li> <li>12. Bringing out the best in people, Aubrey Daniels, 2 ndEdition, Mc Graw Hill, 1999</li> </ol>
9.2	Video Reference	<ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=BitO6ccFPws">https://www.youtube.com/watch?v=BitO6ccFPws</a></li> <li>2. <a href="https://www.youtube.com/watch?v=hoIPduR_egg&amp;t=188s">https://www.youtube.com/watch?v=hoIPduR_egg&amp;t=188s</a></li> <li>3. <a href="https://www.youtube.com/watch?v=JCjI9xmITbs">https://www.youtube.com/watch?v=JCjI9xmITbs</a></li> <li>4. <a href="https://www.youtube.com/watch?v=wdYnnhkXFNg">https://www.youtube.com/watch?v=wdYnnhkXFNg</a></li> </ol>

### Mapping of Outcome and Topics

Outcome no. ➡	1	2	3	4
Syllabus Topic ↓				
Paper Code Unit 1.1	√			√
Paper Code Unit 1.2		√		
Paper Code Unit 1.3	√	√		
Paper Code Unit 1.4	√			
Paper Code Unit 1.5		√		√
Paper Code Unit 2.1	√	√		
Paper Code Unit 2.2		√		
Paper Code Unit 2.3		√		√
Paper Code Unit 2.4	√	√		√

Paper Code Unit 2.5	√	√		
Paper Code Unit 3.1		√	√	
Paper Code Unit 3.2		√	√	
Paper Code Unit 3.3		√	√	
Paper Code Unit 3.4		√	√	
Paper Code Unit 4.1		√	√	√
Paper Code Unit 4.2		√	√	√
Paper Code Unit 4.3		√	√	√
Paper Code Unit 5.1	√	√	√	√

## Question Bank

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### Unit 1-

1. How do you define communication?
  2. What are the different purposes of communication? Briefly explain any five of them.
  3. “Communication is the two-way process.” Explain.
  4. Discuss the elements of communication process.
  5. Discuss the role of feedback in communication.
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### Unit 2-

1. Write notes on:
  - a. Downward Communication
  - b. Upward Communication
  - c. Horizontal Communication
  - d. Consensus
  - e. Grapevine
2. Explain the seven Cs of communication.
3. Explain the general principles of effective communication.
4. Discuss the gateway of effective communication.
5. Write brief notes on:
  - a. Faulty Transmissions
  - b. Clarity of message
  - c. Completeness of message.
  - d. Attitude and Opinions
6. What are the different forms of communication? Write detailed notes on the importance.
7. Define formal communication. Discuss merits and demerits also.
8. What are the different types of formal communication? Briefly explain any two of them.
9. Discuss the importance of informal communication in a business organization.
10. Distinguish between upward and downward communication with examples.
11. What are the barriers to effective communication in an organization?
12. Discuss the semantic barriers to effective communication and how will it be overcome.

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### Unit 3-

1. You have received a complaint from a valued customer from Chitrakoot, pointing out that the furniture he had ordered for a special occasion has arrived in a damaged condition. Though the fault is of the transport company, you have decided to replace the damaged furniture immediately. Draft a suitable letter as a reply to the customer.
2. Draft a memo to an employee asking for explanations for going on leave without prior permission.
3. As Sales Manager of your company draft a report on increasing competition from rival enterprises and suggestions to overcome it.
4. Write an e-mail to express an apology after the Cancellation of the Order.
5. You are Ankur Sharma of 16, Vivek Vihar, New Delhi. You purchased a colour TV from Better Deals T. V., Karol Bagh, New Delhi. Write a letter to the Sales Manager complaining about the T. V., which is not functioning properly. Ask for the replacement of the T. V. Set.