



**Faculty of Pharmacy**  
**Bachelor of Pharmacy (B. Pharm.)**  
**(W. E. F.: 2023-24)**  
**Document ID: SUTEPHB-01**

<b>Name of Faculty</b>	:	Faculty of Pharmacy
<b>Name of Program</b>	:	Bachelor of Pharmacy
<b>Course Code</b>	:	1BPH05
<b>Course Title</b>	:	Communication Skills
<b>Type of Course</b>	:	Skill Enhancement
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	Zeal to learn the subject
<b>Course Objective</b>	:	This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	To <b>understand</b> Importance of Communication in life and it's process.
	CO2	To <b>learn (remember)</b> how to write Business Correspondance.
	CO3	To <b>know(understand)</b> Importance of Listening.
	CO4	To <b>understand</b> how to speak, and how to face Interviews and Group Discussion.
	CO5	To <b>learn</b> Pronunciation of English.

**Teaching and Examination Scheme**

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	SEE	CIA	SEE	CIA	
02	00	02	03	35	15	15	10	75

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

**Course Content**

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	<b>Communication Skills:</b> Introduction, Definition, The Importance of Communication, The Communication Process - Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context.	01	3.33%	CO1
2	<b>Barriers to communication:</b> Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers.	03	10%	CO1 CO2
3	<b>Perspectives in Communication:</b> Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment	03	10%	CO1 CO2 CO4
4	<b>Elements of Communication:</b> Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication.	04	13.33%	CO1 CO2 CO4
5	<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.	03	10%	CO3 CO5
6	<b>Basic Listening Skills:</b> Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations	02	6.67%	CO4 CO6
7	<b>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	03	10%	CO4 CO6
8	<b>Writing Effectively:</b> Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message	02	6.67%	CO4 CO6

9	<b>Interview Skills:</b> Purpose of an interview, Do's and Dont's of an interview.	04	13.33%	CO4 CO6
10	<b>Giving Presentations:</b> Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery.	03	10%	CO4 CO6
11	<b>Group Discussion:</b> Introduction, Communication skills in group discussion, Do's and Dont's of group discussion.	02	6.67%	CO4 CO6

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
<b>Weightage</b>	<b>40</b>	<b>60</b>	<b>00</b>	<b>00</b>	<b>00</b>	<b>00</b>

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.

#### Suggested List of Experiments/Tutorials

Sr. No.	Name of Experiment/Tutorial	Teaching Hours
1	<b>Basic communication covering the following topics</b> Meeting People Asking Questions Making Friends What did you do? Do's and Dont's	10
2	<b>Pronunciations covering the following topics</b> Pronunciation (Consonant Sounds) Pronunciation and Nouns Pronunciation (Vowel Sounds)	10
3	<b>Advanced Learning</b> Listening Comprehension / Direct and Indirect Speech Figures of Speech Effective Communication Writing Skills Effective Writing Interview Handling Skills E-Mail etiquette Presentation Skills	10



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**Major Equipment/ Instruments and Software Required**

Sr. No.	Name of Major Equipment/ Instruments and Software
1	wordsworth® English language lab software

**Suggested Learning Websites**

Sr. No.	Name of Website
1	<a href="https://pci.nic.in/pdf/Syllabus_B_Pharm.pdf">https://pci.nic.in/pdf/Syllabus_B_Pharm.pdf</a>
2	<a href="https://nptel.ac.in">https://nptel.ac.in</a>

**Reference Books**

Sr. No.	Name of Reference Books
1	Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2	Communication skills, Sanjay Kumar, Pushpalata, 1stEdition, Oxford Press, 2011
3	Organizational Behaviour, Stephen .P. Robbins, 1stEdition, Pearson, 2013
4	Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011
5	The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5thEdition, Pearson, 2013
6	Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7	Communication skills for professionals, Konar nira, 2ndEdition, New arrivals PHI, 2011
8	Personality development and soft skills, Barun K Mitra, 1stEdition, Oxford Press, 2011
9	Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10	Soft skills and professional communication, Francis Peters SJ, 1stEdition, Mc Graw Hill Education, 2011
11	Effective communication, John Adair, 4thEdition, Pan Mac Millan,2009
12	Bringing out the best in people, Aubrey Daniels, 2ndEdition, Mc Graw Hill, 1999