

2021-2022

**ATME College of Engineering, Mysuru
Department of Career Guidance & Placement**

Program: Advanced Communication Skills

Department of Career Guidance and Placement

Course Structure

Communication is the exchange of information and ideas, whether written or verbal. Effective communication skills are about conveying your message to others clearly. Communication is an important skill for successful businesses and for building relationships by influencing interactions either positively or negatively. Effective communication engages the choice and use of an effective communication channel and presentation of information to the target audience. Soft skills are a cluster of productive personality traits that characterize one's relationships in a social environment. These skills can include social graces, communication abilities, language skills, personal habits, cognitive or emotional empathy, time management, teamwork and leadership traits.

a. Objectives:

1. To develop Interpersonal Skills
2. To develop effective communication skills (spoken and written).
3. To develop effective presentation skills.
4. Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
5. Develop all-round personalities with a mature outlook to function effectively in different circumstances.

b. Course Details

Course	Semester	Deliver & Assessment Hours/Semester
Advanced Communication Skills	I	16Hours
	II	18 Hours

Department of Career Guidance and Placement

Course Structure

Semester	Course	Course Code	Prerequisite	Delivery & Assessment Hours /Semester
I/II (P Cycle/C Cycle)	Advanced Communication Skills	ATMECE_ACS_01	English Fundamentals	16 Hours

Module

Module-1 : Communication and Learning Skills

Section_1: 7C's of Communication [1 Hour]
 Section_2: Assertive Communication [1 Hour]
 Section_3: Learning Skills [1 Hour]
 Activity/Assessment: 3 Hours

Module-2 : Corporate & Public Speaking Skills

Section_1: Managerial Skills (pick and implement for those interested only) [1 Hour]
 Section_2: Art of getting things done [1 Hour]
 Section_3: Public Speaking [1 Hour]
 Activity/Assessment: 3 Hours

Module-3 : Communication and Learning Skills

Section_1: Critical thinking [1 Hour]
 Section_2: Reading and Writing Skills [1 Hour]
 Activity/Assessment: 2 Hour

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Course Structure

Semester	Course	Course Code	Prerequisite	Delivery & Assessment Hours /Semester
I/II (P Cycle/C Cycle)	Advanced Communication Skills	ATMECE_ACS_02	English Fundamentals	16 Hours

Module

Module-1 : Business Communication Skills

Section_1: Business communication[1 Hour]

Section _2: Managing conflicts [1 Hour]

Section _3:Business Ethics [1 Hour]

Activity/Assessment: 3 Hours

Module-2 : Professional Skills

Section_1: Speaking Skills [1 Hour]

Section _2: Emotional Intelligence [1 Hour]

Section _3: Professional etiquette [1 Hour]

Activity/Assessment: 3 Hours

Module-3 : Interview & Business Networking Skills

Section_1: How to top Online Interviews [1 Hour]

Section _2: Business Networking [1 Hour]

Activity/Assessment: 2 Hour

Department of Career Guidance and Placement

Reference Links

1. <https://dl.uswr.ac.ir/bitstream/Hannan/141245/1/9781138219120.pdf>
2. <https://cgg.gov.in/core/uploads/2017/07/Communication.pdf>
3. <https://positivepsychology.com/emotional-intelligence-exercises/>
4. <https://www.calmsage.com/activities-to-improve-emotional-intelligence/>
5. <https://www.mindtools.com/CommSkll/ActiveListening.htm>
6. <https://virtualspeech.com/blog/active-listening-skills-examples-and-exercises>
7. <https://www.stress.org/using-key-communication-skills-to-manage-stress>
8. <https://trainingindustry.in/7-must-cover->

Course Outcomes

At the end of the course the student will be able to:

1. Identify the elements of communication.
2. Identify the factors affecting our perspectives in communication and build confidence
3. To build, develop, and maintain communication and active listening skills