



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2022-2023

Integrated Bachelor and Master Programmes in Biomedical Science
IBMP (Biomedical Science) Semester (II)

Paper Code	IS02ABMC52	Periods per week	02
Title of the paper	Communication Skill	Exam Duration	02
Total Credit of the Paper	02	Total Marks	50

Course Objectives:	<ol style="list-style-type: none">1. To enable the students understand the significance of proper Communication,2. To make them understand types of Communication3. To expose students to various tools and methods of communication
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Course Content		
Unit	Description	Weightage* (%)
1.	Communication Skills: Introduction, Definition, The Importance of Communication. The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context	25%
2.	Learning the language, the cultural context, types of non-verbal communication, body language, posture and proximity. Physical Communication, Communication Style: The Communication Styles matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style and Considerate Communication	25%
3.	Basic Listening Skills: Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations Effective Written Communication: When and When Not to Use Written Communication – Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication.	25%
4.	A categorisation of barriers to communication, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers, ineffective listening, non-verbal signs of ineffective listening	25%

Teaching-Learning Methodology	Regular class room teaching will be done with following tools: <ul style="list-style-type: none">• Conventional black board and chalk.• ICT tools such as projectors, smart boards, etc will also be used for
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	<p>better explanation of scientific components. Appropriate reference materials will also provide to the students as and when required from departmental library resources.</p>	
Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Students will be able to understand and apply knowledge of communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
2.	Students will be able to communicate effectively orally and in writing.
3.	Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
4.	Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.

Suggested References:	
Sr. No.	References
1.	Making PR Work (Sushil Bahl).
2.	Essentials of Human Communication; By. DeVito, Joseph A. Pearson Education, 1997
3.	Business Communication Today (Bovee); Pearson Education, Delhi, 2006
4.	Advertising and Public Relations (B. N. Ahuja and S.S. Chhabra).
On-line resources to be used if available as reference material	
https://www.researchgate.net/publication/303893422_Communication_Skills_Students_Coursebook	

