

# GUJARAT TECHNOLOGICAL UNIVERSITY

B.Pharm  
SEMESTER: I

**Subject Name: COMMUNICATION SKILLS**

**Subject Code: BP105TP**

**Scope:** 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.

### Objectives:

Upon completion of the course the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation
2. Communicate effectively (Verbal and Non Verbal)
3. Effectively manage the team as a team player
4. Develop interview skills
5. Develop Leadership qualities and essentials

Sr No	Course Contents	Total Hrs
1	<b>Communication Skills:</b> Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context <b>Barriers to communication:</b> Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers <b>Perspectives in Communication:</b> Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment	7
2	<b>Elements of Communication:</b> Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication <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	7
3	<b>Basic Listening Skills:</b> Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations <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 <b>Writing Effectively:</b> Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message	7
4	<b>Interview Skills:</b> Purpose of an interview, Do's and Dont's of an interview <b>Giving Presentations:</b> Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery	5
5	<b>Group Discussion:</b> Introduction, Communication skills in group discussion, Do's and Dont's of group discussion	4

## Practical

The following learning modules are to be **conducted using Any Software English** language lab software

### **Basic communication covering the following topics**

Meeting People  
Asking Questions  
Making Friends  
What did you do?  
Do's and Dont's

### **Pronunciations covering the following topics**

Pronunciation (Consonant Sounds)  
Pronunciation and Nouns  
Pronunciation (Vowel Sounds)

### **Advanced Learning**

Listening Comprehension / Direct and Indirect Speech  
Figures of Speech  
Effective Communication  
Writing Skills  
Effective Writing  
Interview Handling Skills  
E-Mail etiquette  
Presentation Skills

### **Recommended Books: (Latest Edition)**

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1st Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, 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, 2nd Edition, New arrivals – PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1st Edition, 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, 1st Edition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009
  
12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, Mc Graw Hill, 1999