

BP105T.COMMUNICATION SKILLS (Theory)**30 Hours****L T P C****2 0 0 2**

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

Course content:**UNIT – I****07 Hours**

- **Communication Skills:** Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context
- **Barriers to communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers
- **Perspectives in Communication:** Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment

UNIT – II**07 Hours**

- **Elements of Communication:** Introduction, Face to Face Communication - Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication
- **Communication Styles:** Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate Communication Style

UNIT – III**07 Hours**

- **Basic Listening Skills:** Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations
- **Effective Written Communication:** Introduction, When and When Not to Use Written Communication - Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, Formal Communication
- **Writing Effectively:** Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message

UNIT – IV**05 Hours**

- **Interview Skills:** Purpose of an interview, Do's and Dont's of an interview
- **Giving Presentations:** Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT – V**04 Hours**

- **Group Discussion:** Introduction, Communication skills in group discussion, Do's and Dont's of group discussion