

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

HU 481 COMMUNICATION SKILLS (Theory)

30 Hours

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 NonVerbal)
3. Effectively manage the team as a teamplayer
4. Develop interviewskills
5. Develop Leadership qualities andessentials

Course content:

UNIT-I

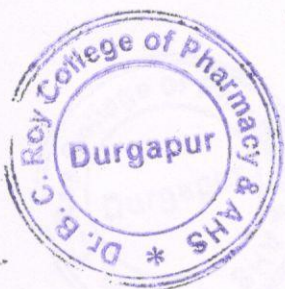
07Hours

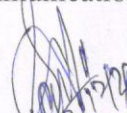
- **Communication Skills:** Introduction, Definition, The Importance of Communication, The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context
- **Barriers to communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers,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

UNIT-II

07Hours

- **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 CommunicationStyle




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UNIT-III

07Hours

- **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

05Hours


- **Interview Skills:** Purpose of an interview, Do's and Don't's of an interview
- **Giving Presentations:** Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT-V

04Hours

- **Group Discussion:** Introduction, Communication skills in group discussion, Do's and Don't's of group discussion




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HU482 COMMUNICATION SKILLS (Practical)

2 Hours / week

The following learning modules are to be conducted using Wordsworth® 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

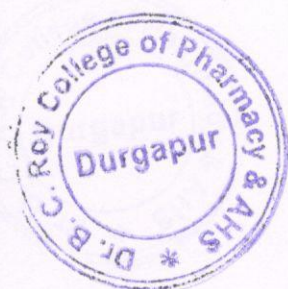
Writing Skills

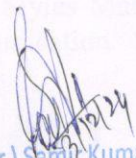
Effective Writing

Interview Handling Skills

E-Mail etiquette

Presentation Skills




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