

<b>Name of the course</b>	<b>Oral Communication</b>
<b>Course Code</b>	204
<b>Semester</b>	III
<b>Credit Hours</b>	3
<b>Prerequisite</b>	-
<b>Learning outcomes</b>	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the ability to reflect and speak persuasively.</li> <li>2. communicate and interpret effectively</li> <li>3. Become dynamic speakers and presenters</li> <li>4. Know the pronunciation and develop neutral accent as compared to regional accent.</li> <li>5. Develop and maintain the sense of confidence and self-worth.</li> <li>6. Objective participation in meetings, seminars, debates and discussion panels.</li> </ol>
<b>Contents</b>	<p><b>Unit-1 Communication at Work</b></p> <ol style="list-style-type: none"> <li>1.1. The Importance of Communication</li> <li>1.2. The Nature of Communication</li> <li>1.3. The Process of Communication</li> <li>1.4. Using Communication Networks</li> <li>1.5. Choosing the Optimal Communication Channel</li> </ol> <p><b>Unit-2 Personal Skills</b></p> <ol style="list-style-type: none"> <li>2.1. Communication Verbal and Non-Verbal Messages</li> <li>2.2. Types of Non-Verbal Communication</li> <li>2.3. Characteristics, Differences, Functions</li> </ol> <p><b>Unit-3 Listening</b></p> <ol style="list-style-type: none"> <li>3.1. Importance of Listening</li> <li>3.2. Approaches to Listening</li> <li>3.3. Barriers to Effective Listening</li> <li>3.4. Reasons for Listening</li> </ol> <p><b>Unit-4 Developing the Presentation</b></p> <ol style="list-style-type: none"> <li>4.1. Oral Presentations</li> <li>4.2. Establishing a Purpose</li> <li>4.3. Developing the Thesis</li> </ol> <p><b>Unit-5 Organizing Your Ideas</b></p> <ol style="list-style-type: none"> <li>5.1. The Importance of Clear Organization</li> <li>5.2. Gathering Ideas and Material</li> <li>5.3. Organizing the Body</li> <li>5.4. Planning the Introduction</li> <li>5.5. Planning the Conclusion</li> <li>5.6. Adding Transitions</li> </ol>

	<p><b>Unit-6 Verbal and Visual Support in Presentation</b>  6.1. Functions of Supporting Material  6.2. Verbal Support  6.3. Visual Aids</p> <p><b>Unit-7 Delivering the Presentation</b>  7.1. Types of Delivery  7.2. Guidelines for Delivery  7.3. Speaking with Confidence</p> <p><b>Unit-8 Interpersonal Skills</b>  8.1. Understanding Interpersonal Relationship  8.2. Characteristics  8.3. Managing Conflicts  8.4. Dealing with Criticism  8.5. Negotiating Skills</p> <p><b>Unit-9 Informative Group and Special Occasions</b>  9.1. Occasion Meeting  9.2. Informative Presentations  9.3. Group Presentations  9.4. Special Occasion Speeches</p> <p><b>Unit-10 Persuasive Presentations</b>  10.1. Types of Persuasive Presentations  10.2. Persuasive Strategies  10.3. Maximizing Speaker Credibility  10.4. Organizing Persuasive Messages</p> <p><b>Unit-11 Principles of Interviewing</b>  11.1. Planning the Interview  11.2. Conducting Successful Interviews</p> <p><b>Unit-12 Types of Interviews</b>  12.1. Information Gathering Interview  12.2. The Employment Interview  12.3. Performance Appraisal Interview</p> <p><b>Unit-13 Working in Teams</b>  13.1. Approaches to Working in Groups and Teams  13.2. Problem Solving Communication  13.3. Effective Communication in Groups and Teams</p> <p><b>Unit-14 Effective Meetings</b>  14.1. Types of Meetings  14.2. Planning Problem Solving Meetings  14.3. Conducting Meetings</p> <p><b>Unit-15 Communicating Effectively in International Business</b>  15.1. Non-Verbal Communication in International Business  15.2. Training Needs in International Business  15.3. Criteria for Communicating Effectively</p>
<b>Teaching &amp; Learning Strategies</b>	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.

<b>Assignment</b>	Written assignment (10 marks), presentation (5 marks) and Quiz (10 marks)
<b>Suggested Readings</b>	<p>Bovee, C. L., Thill, J. V., &amp; Raina, R. L. (2016). <i>Business communication today</i>. Pearson Education.</p> <p>Lawson, C., Gill, R., Feekery, A., &amp; Witsel, M. (2019). <i>Communication skills for business professionals</i>. Cambridge University Press.</p> <p>Murphy, H. A, Hildebrandt, H. W, &amp; Thomas, J. P. (2016). <i>Effective business communication</i>. McGraw Hill.</p> <p>Pirzadeh, P., Lingard, H., &amp; Blismas, N. (2020). Effective communication in the context of safe design decision making. <i>Safety Science, 131(1)</i>, 104-113.</p> <p>Thompson, N. (2018). <i>Effective communication: A guide for the people professions</i>. Macmillan International Higher Education.</p>

## Assessment and Examinations

Sr. #	Elements	Weightage	Details
1	Midterm Assessment	35%	Written test (at the mid-point of the semester)
2	Formative Assessment	25%	Assignment, presentation and quiz
3	Final Assessment	40%	Written test (at the end of the semester)