

## Communication Skills

3 Credit Hours

### Objectives

The aim of this course is to develop good English writing, language usage and reading skills, to appreciate the importance of business communication and to develop understanding of communication concepts, principles, theories and problems. It will also help in developing good oral communication and presentation skills. The following topics will be covered in the course: Principles of writing good English, understanding the composition process, Comprehension and expression, Use of grammar and punctuation, Process of writing, observing, audience collecting, composing, drafting and revising, persuasive writing, reading skills, listening skills and comprehension, skills for taking notes, Business communications, planning messages, writing concise but with impact, Letter formats, mechanics of business, letter writing, letters, memo and applications, summaries, proposals, writing resumes, styles and formats, oral communications, verbal and nonverbal communication, conducting meetings, small group communication, taking minutes, Presentation skills, Presentation strategies, material gathering, material organization strategies, time management, opening and concluding, use of audio-visual aids, delivery and presentation.

### Prerequisites

None

### Text Book

Vawdrey, Stoddard, Bell, *Practical Business English*, ISBN-10: 0256102740

### Reference Material

- Herta A. Murphy, *Effective Business Communication*, ISBN-10: 007044398X
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