

CERTIFICATE COURSE IN COMMUNICATION MASTERY

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
Non semester	24CLCCM	Certificate Course	60	4	40	60	100
Course Title		Communication Mastery – Level – 1					

Objectives: Communication Mastery is a comprehensive course designed to equip students with the essential skills needed to excel in various personal and professional contexts

SYLLABUS		
Unit	Contents	Hours
I	Foundations of Effective Communication: Understanding the Importance of Communication Skills - Developing Active Listening Techniques - Improving Reading Comprehension Strategies - Enhancing Writing Skills: Clarity and Coherence	10
II	Building Confidence: Techniques to Overcome Stage Fear - Building Confidence in Public Speaking - The Power of Positive Visualization	10
III	Mastering Interview Techniques: Preparing for Interviews: Research and Practice - Effective Communication Strategies During Interviews - Handling Common Interview Questions – Resume Building	12
IV	Enhancing Non-verbal Communication: Importance of Body Language in Communication - Improving Eye Contact and Gestures - Understanding Cultural Differences in Non-verbal Communication	14
V	Advanced Communication Skills: Incorporating Regular Exercise to Improve Communication - Engaging in Conversations, Group Discussions, Drama Skits, and Debates - Vocabulary Building Exercises and Daily Speech Topics - Learning Advanced Grammar Rules and Usage - Preparation for IELTS and TOEFL Exams: Strategies and Practice Tests	14

Text Book(s):
1. Dale Carnegie, How to Win Friends and Influence People, Simon & Schuster, Edition: Revised Edition, Year: 2009 2. Russ Harris, The Confidence Gap: A Guide to Overcoming Fear and Self-Doubt, Trumpeter, Reprint Edition, 2011 3. Gayle Laakmann McDowell, Title: Cracking the Coding Interview: 189 Programming Questions and Solutions, CareerCup, 6th Edition, 2015
Reference Book(s):
1. Joe Navarro, What Every Body is Saying: An Ex-FBI Agent's Guide to Speed-Reading People, Harper Paperbacks, Reprint Edition, 2008 2. Educational Testing Service (ETS), Official Guide to the TOEFL Test, McGraw-Hill Education, 5th Edition, 2017
Web Resource(s):
1. TED.com 2. PsychologyToday.com 3. InterviewBuddy.com 4. Magoosh.com, KhanAcademy.org

Evaluation Method	
Components	Maximum Marks
CIA: 40	
Participation Grade	10
Written Assignments	10
Letter Writing Exercises	10
Presentation Skills	10
ESE: 60	
Mock Interviews	20
Resume Building	20
Oral Presentations	20
Total	100

Course Coordinator: J. Mohammed Ubada

Evaluation pattern

Internal

Participation Grade:

10 marks

Evaluate students' participation in class discussions, group activities, and presentations. This can include both verbal and non-verbal communication skills.

Written Assignments:

10 marks

Assign essays or reports focusing on specific communication skills, such as writing proficiency, reading comprehension, or critical analysis of communication strategies. Include assignments on letter writing to practice formal communication and resume building to enhance professional communication skills.

Letter Writing Exercises:

10 marks

Assignments focusing on writing formal letters, such as job application letters, business correspondence, or complaint letters. Evaluate students' ability to communicate effectively and professionally through written correspondence.

Presentation Skills:

10 marks

Assess students' ability to deliver presentations effectively, including clear communication of ideas, engagement with the audience.

External

Mock Interviews:

20 marks

Conduct mock interviews to assess students' interview preparation and communication skills. Provide feedback on their performance and areas for improvement.

Resume Building:

20 marks

Provide guidance and resources for students to create professional resumes. Evaluate the content, organization, and formatting of resumes to assess students' ability to effectively market their skills and experiences.

Oral Presentations:

20 marks

Purpose: To evaluate speaking skills and ability to deliver coherent and engaging presentations.

Topics: Assigned topics related to course themes