

CENTRE FOR LIFE SKILLS AND SOFT SKILLS

23CLAEEEC01

CERTIFICATE COURSE IN COMMUNICATION SKILLS

COURSE DURATION – 1 SEMESTER

Credits: 2

Practical: 2 Credits

Course Code	23CLAEEEC01	Course Credits	L:0 T:0 P:2
Max. Marks	Practical: 50 (Internal: 15. External:35)	Time of end term examination	3 Hours

Note: This shall be a Practical Course
This Course is in accordance with UGC Curriculum and Guidelines for Life Skills (Jeevan Kaushal) 2.0

Learning Objectives:

This course aims to have the learners:

- Enhanced Listening Skills
- Confident Oral Communication
- Advanced Reading Proficiency
- Comprehensive Digital Literacy

Learning Outcomes:

Upon completion of the course, participants will demonstrate

- Effective Communication Competence
- Comprehensive understanding of digital literacy
- Skilful Nonverbal Communication
- Application of Ethical Digital Practices

Unit – I Listening and Speaking

Listening : Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening

Speaking : Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

Unit – II Reading and Writing

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas and Information, Interpreting the Text

Writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing

Unit – III Digital Literacy, Social Media, Digital Ethics, and Cyber security

Basic Computer Skills: Introduction to Microsoft (MS) Office Suite, Open Educational

Handwritten signatures of faculty members at the bottom of the page.

Resources, Basic Virtual Platforms, Trending Technologies, Machine Learning, Artificial Intelligence (AI), Internet of Things (IoT),

Social Media Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media, How to Use Google Search Better?, Effective Ways of Using Social Media

Digital Marketing: Introduction to Digital Marketing, Traditional Marketing versus Digital Marketing, Digital Marketing Tools, Social Media for Digital Marketing, Digital Marketing Analytics

Digital Ethics and Cyber Security: Digital Literacy Skills, Digital Etiquette, Digital Life Skills; Cyber Security: Understanding and introducing the environment of security, Types of attacks and attackers, The art of protecting secrets

Unit – IV Non-Verbal Communication

Meaning of nonverbal communication, Advantages of using nonverbal communication, Introduction to modes of nonverbal communication, Open and Closed body language, Eye contact and Facial expression, Hand gestures, Do's and Don'ts in NVC, Learning from experts, Activities-based learning

Suggested Readings:

1. Ahmed, R. (2015. June 18). Five essential listening skills for English learners. British Council. <https://www.britishcouncil.org/voices-magazine/five-essential-listening-skills-englishlearners>
2. Skills You Need. (n.d.). Barriers to Effective Listening. Skills You Need. <https://www.skillsyouneed.com/ips/ineffective-listening.html>
3. Weiler, A. (2017. October 7). How to Improve English Pronunciation. Strategies in language learning. <https://www.strategiesinlanguagelearning.com/how-to-improve-englishpronunciation/>
4. Kirkham, L. (2022. February 16). How to Enunciate. Wiki how. <https://www.wikihow.com/Enunciate>
5. English for everyone. (n.d.). Homonyms, Homographs, and Homophones. English for everyone. <https://englishforeveryone.org/PDFs/Homonyms,%20Homographs,%20Homophones.pdf>
6. British Council. (n.d.). Learn English Teens. British Council. <https://learnenglishteens.britishcouncil.org/exams/speaking-exams/fluency>
7. Team Learn Pick. (n.d.). 8 Common Mistakes We Make While Speaking English. Learn Pick. <https://www.learnpick.in/blog/8-common-mistakes-make-speaking-english>
8. Snyder, M. S. (2016. August 16). Oops, Did I Say That? 15 Common English Mistakes You Never Noticed Before. Fluentu. <https://www.fluentu.com/blog/english/common-mistakes-inEnglish>
9. Hogue, Ann. 1995. First Steps in Academic Writing. Pearson Longman.
10. Taylor, Shirley. 2006. Communication for Business. Pearson Education.

11. Sherman. (2021, February 2). What is Digital Marketing? Here's Everything You Need to Know. Lyfe Marketing. <https://www.lyfemarketing.com/blog/what-is-digital-marketing/>
12. Trzyna, J. (2019). Does Digital marketing really work?. Quora. https://www.quora.com/DoesDigital-marketing-really-work/answer/Justyna-Trzyna?no_redirect=1
13. Alexander, L. (2022, November 30). The Who, What, Why, & How of Digital Marketing. Hubspot. <https://blog.hubspot.com/marketing/what-is-digital-marketing>
14. Cohn, M. (n.d.). How to Use Social Media Effectively. Compukol. <https://www.compukol.com/how-to-use-social-media-effectively/>
15. Hindy, J. (n.d.). 20 Google Search Tips to Use Google More Efficiently. Lifehack. <https://www.lifehack.org/articles/technology/20-tips-use-google-search-efficiently.html>
16. Sharma, S. (2020). What are the advantages and disadvantages of social media?. Quora. <https://www.quora.com/What-are-the-advantages-and-disadvantages-of-social-media-1>
17. Nibusinessinfo. (n.d.). Social media best practice for business Advantages and disadvantages of using social media. Nibusinessinfo. <https://www.nibusinessinfo.co.uk/content/advantagesand-disadvantages-using-social-media>
18. Virtualesocialmedia. (2010, December 8). An Introduction to Social Networking | Online Reputation & Perception. Virtualesocialmedia. <https://www.virtualesocialmedia.com/anintroduction-to-social-networking-social-networking-services/>
19. Techopedia. (2022, May 30). Social Networking Site (SNS). Techopedia. <https://www.techopedia.com/definition/4956/social-networking-site-sns>
20. University of South Florida. (n.d.). INTRODUCTION TO SOCIAL MEDIA. University of South Florida. <https://www.usf.edu/ucm/marketing/intro-social-media.aspx>
21. IBM Cloud Education. (2020, July 15). Machine Learning. IBM Cloud Education. <https://www.ibm.com/in-en/cloud/learn/machine-learning>
22. GOOGLE. (n.d.). Learn from ML experts at Google. GOOGLE. <https://ai.google/education/> 13.
23. Amazon. (n.d.). Machine learning. Amazon. <https://aws.amazon.com/training/learn-about/machine-learning/>
24. Indiaclass. (2018, May 9). List of Artificial Intelligence Reference Books. Indiaclass. <https://indiaclass.com/artificial-intelligence-reference-books/>
25. Gero, J. S. (2003, February 10). Bibliography of books on artificial intelligence with particular reference to expert systems and knowledge engineering. ScienceDirect. <https://www.sciencedirect.com/science/article/abs/pii/036013239090053T>
26. Bansal, S. (2020, July 1). 15 Real World Applications of Artificial Intelligence. Analytixlabs. <https://www.co.in/blog/applications-of-artificial-intelligence/>
27. Gillis, A. S. (2022, March). What is the Internet of Things (IoT)?. TechTarget.

Handwritten signatures and initials at the bottom of the page.

- <https://www.techtarget.com/iotagenda/definition/Internet-of-Things-IoT>
28. Oracle. (n.d.). What is IoT? Oracle. <https://www.oracle.com/in/Internet-of-things/what-isiot/>
 29. Amazon. (n.d.). AWS IoT: Unlock your IoT data and accelerate business growth. Amazon. <https://aws.amazon.com/iot>
 30. Loewus, L. (2016, November 8). What is Digital Literacy? Education Week. <https://www.edweek.org/teaching-learning/what-is-digital-literacy/2016/11>
 31. Heick, T. (n.d.). Digital Literacy: A Definition. Teach Thought. <https://www.teachthought.com/literacy/definition-digital-literacy/>
 32. Grasso, L. (n.d.). The importance of Digital Literacy. Mashandco. <https://mashandco.tv/en/the-importance-of-digital-literacy/>
 33. Purposeful technology. (n.d.). Purposeful Technology-Constructing Meaning in 21st Century Schools. <http://purposefultechology.weebly.com/why-is-digital-literacy-important>.
 34. Mason, N. (2019, January 22). Workplace Trends and New Technologies for 2019. Officespace software. <https://www.officespacesoftware.com/blog/workplace-trends-and-newtechnologies-for-2019/>
 35. Press Information Bureau. (2021, February 25). Government notifies Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. Press Information Bureau. <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1700749>
 36. Ministry of Information and Broadcasting. (2022, December 17). Digital Media Guidelines and Policies. Ministry of Information and Broadcasting. <https://mib.gov.in/digital-mediaguidelines-and-policies>
 37. Nordquist, R. (2020, June 29). What is Nonverbal Communication? ThoughtCo. <https://www.thoughtco.com/what-is-nonverbal-communication-1691351>
 38. SkillsYouNeed. (n.d.). Non-Verbal Communication. SkillsYouNeed. <https://www.skillsyouneed.com/ips/nonverbal-communication.html>
 39. Tidwell, C. (n.d.). Non-Verbal Communication Modes. Andrews University. <https://www.andrews.edu/~tidwell/bsad560/NonVerbal.html>
 40. Tabares, J. (n.d.). The Importance of Body Language. Art of Eloquence. <https://artofeloquence.com/pages/the-importance-of-body-language>
 41. Tutorials Point. (n.d.). Body Language - Open & Closed. Tutorials Point. https://www.tutorialspoint.com/body_language/body_language_open_closed.htm#
 42. Davis, B. (2015, June 29). Facial Expressions in Nonverbal Communication: Importance & Explanation. Study.com. <https://study.com/academy/lesson/facial-expressions-in-nonverbalcommunication-importance-lesson-quiz.html>
 43. Sophia. (n.d.). Eye Contact and Facial Expression. Sophia. <https://app.sophia.org/tutorials/eye-contact-and-facial-expression>
 44. Social Triggers. (2018, March 16). How to use hand gestures in a powerful way when you communicate. Social Triggers. <https://socialtriggers.com/21-hand-gestures-for-powerfulcommunication/>
 45. GQR. (n.d.). Interview Dos & Don'ts: The Importance of Nonverbal

[Handwritten signatures and marks at the bottom of the page]

Communication. GQR. <https://www.gqrgm.com/interview-dos-donts-importance-nonverbal-communication>

Video References:

1. Ekeeda. (2018, November 8). Other Barriers to Effective Listening - Active Listening - Communication Skills. [Video]. YouTube. https://www.youtube.com/watch?v=m_tbFlbRpK8
2. Emcworthy. (2014, November 29). Barriers to Effective Listening. [Video]. YouTube. <https://www.youtube.com/watch?v=gwPMHbbueZI>
3. Communication Coach Alexander Lyon. (2017, November 27). Barriers to Effective Listening. [Video]. YouTube. <https://www.youtube.com/watch?v=o6JGi2voyDM>
4. British Council Teacher Trainer. (2013, March 12). IELTS: Improve English & prepare for IELTS Speaking: Fluency & Coherence. [Video]. YouTube. <https://www.youtube.com/watch?v=2SI0twnNEN8>
5. Take IELTS Official. (2013, January 31). Improve English for the IELTS Speaking test: Fluency and Coherence. [Video]. YouTube. <https://www.youtube.com/watch?v=8H-WeY9GSf8>
6. English with Emma · engVid. (2017, July 6). 15 ways to improve your English pronunciation. [Video]. YouTube. <https://www.youtube.com/watch?v=KmoJ-YpvxqQ>
7. mmmEnglish. (2016, May 31). English Pronunciation Training | Improve Your Accent & Speak Clearly. [Video]. YouTube. <https://www.youtube.com/watch?v=n4NVPg2kHv4>
8. Neil Patel. (2018, December 10). How Digital Marketing Will Change in 2019. [Video]. YouTube. <https://www.youtube.com/watch?v=b-gwbVJqi9Y>
9. Adam Erhart. (2016, November 10). What Is Digital Marketing? And How Does It Work?. [Video]. YouTube. https://www.youtube.com/watch?v=Z_KspIX1oXU
10. Marketing Hospitality, Tourism, Recreation & Events. (2016, February 13). Social Media Assessment Howtodoit!. [Video]. YouTube. <https://www.youtube.com/watch?v=CpdBv8e6hKo>
11. TAFE Digital Business Marketing. (2022, April 16). Assessment 1, tasks 1-5 Getting started with Social Media Assessment. [Video]. YouTube. <https://www.youtube.com/watch?v=aTw1FTXP2S>
12. Damon Cart. (2017, September 9). Power of Non-verbal Communication. [Video]. Lifemasterygym. <https://www.lifemasterygym.com/blog/power-of-non-verbal-communication>
13. Theo Gilbert-Jamison. (2019, January 1). Open & Closed Body Language (Video 4). [Video]. YouTube. https://www.youtube.com/watch?v=FU0DkL184_4
14. BodyLanguagePro. (2009, October 20). Body Language - Open Posture Vs. Closed Posture. [Video]. YouTube. <https://www.youtube.com/watch?v=qRnwdWXbwdY>

[Handwritten signatures and scribbles at the bottom of the page]

15. Feel Like You Belong. (2014, November 9). What's Up? – First Impressions (Part 1): Eye Contact & Facial Expressions. [Video]. YouTube. <https://www.youtube.com/watch?v=1zsDRBWLmE>
16. My Research Support. (2020, June 15). Plagiarism: Basics, Types, Steps to Avoid, Plagiarism Checking Softwares Free & Paid. [Video]. YouTube. <https://www.youtube.com/watch?v=rvCY6ANSOXQ>

Web References:

1. British Council. (n.d.). Writing. British Council. <https://learnenglishteens.britishcouncil.org/skills/writing>
2. Kivunja, C. (2016. d). How to Write An Effective Research Proposal For Higher Degree Research in Higher Education: Lessons From Practice. SciEdu. <https://www.sciedu.ca/journal/index.php/ijhe/article/view/9190>
3. <https://www.edweek.org/ew/articles/2016/11/09/what-is-digital-literacy.html>
4. <https://www.teachthought.com/literacy/the-definition-of-digital-literacy/>
5. <https://mashandco.tv/en/the-importance-of-digital-literacy/>
6. <http://purposefultechology.weebly.com/why-is-digital-literacy-important.html>
7. <https://www.officespacesoftware.com/blog/workplace-trends-and-new-technologies-for2019>
8. <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1700749>
9. <https://mib.gov.in/digital-media-guidelines-and-policies>

Shah

SR

Dina

Sh

Yk

far