

	Velagapudi Ramakrishna Siddhartha Engineering College (Autonomous) Kanuru, Vijayawada -520 007 ADVANCED COMMUNICATION SKILLS LAB 23HS5155/ 23HS6153													
Course Category:	Skills Enhancement Course							Credits:				1		
Course Type:	Lab							Lecture – Tutorial – Practice:				0-0-2		
Prerequisites:	Notable level of skill in language proficiency including listening, speaking, reading and writing.							Continuous Evaluation:				30		
								Semester end Evaluation:				70		
								Total Marks:				100		
Course Outcomes	Upon successful completion of the course, the student will be able to:													
	CO1	Relate effective listening and reading skills essential for professional contexts.												
	CO2	Demonstrate clear and persuasive spoken communication for argumentation and proficiency in public speaking.												
	CO3	Apply sophisticated and creative written communication suitable for administrative and corporate documentation.												
	CO4	Analyze comprehensive life skills by adeptly communicating in various personal and professional settings for career and personal growth opportunities.												
Contribution of Course Outcomes towards achievement of Program Outcomes (L – Low, M – Medium, H – High)		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	
	CO1	M									H			
	CO2	M							L	M	H			
	CO3	M									H			
	CO4	M								M	H		L	

COURSE CONTENT

1) Reading Comprehension

Understanding Main Idea – Analyzing Supporting Details – Drawing Inferences – Recognizing Text Structure – Critical Reading – Active Reading Strategies.

2) Listening Skills

Active Listening Techniques – Empathetic Listening – Avoiding Distractions – Clarification and Confirmation – Responding Appropriately – Reflective Listening– Note-taking Techniques – Summarizing and Analyzing – Ted Talks.

3) Relationship Building

Assertiveness – Adaptability – Emotional Intelligence – Conflict Management.

4) Professional Presentations

Planning and Preparation – Audience Analysis – Structuring Presentation – Visual Aids and Multimedia – Delivery Techniques – Handling Q&A Sessions – Overcoming Presentation Anxiety.

5) Cover Letter & Resume Writing

Cover Letter – Resume Formatting and Design – Creating a Professional and Eye-Catching Document – Highlighting Achievements – Tailoring Your Resume – Including Relevant Keywords.

6) Video Resume

Introduction – Professional Background – Visual Presentation – Personal Branding – Achievements and Accomplishments – Call to Action – Editing and Production.

7) Statement of Purpose (SOP)

Introduction – Educational Background and Training – Subject Matter Expertise – Relevant Skills and Attributes – Research Interests – Fit with the Program – Future Contribution.

8) Book/Film Review

Overview and Summary – Plot Analysis – Cinematography/Writing Style – Acting/Characterization – Themes and Messages – Audience Appeal – Final Thoughts and Recommendation.

9) Kinesics & Para Linguistic Features

Understanding Nonverbal Communication – Body Language – Vocal Cues – Cultural Variations – Emotional Expression – Deception Detection.

10) Life Skills – Poster Presentation

Introduction to Life Skills – Creative Thinking – Critical Thinking – Emotional Intelligence – Communicating Ideas Visually and Effectively.

Text Books

[1] Advanced Communication Skills Lab Manual

Reference Books

[1] Sanjay Kumar and Pushp Lata. Communication Skills. Oxford University Press, New Delhi, 2011.

[2] Nira Konar, English Language Laboratories. PHI Learning Private Limited, New Delhi, 2011.

E-Resources

[1] Softx Technologies (P) Ltd.

[2] Walden Educare