

COM101e Principles and Practice of Communication

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Human Communication, the most commonplace activity of our lives, is so intertwined with human life that we often take for granted its importance and complexity. Communication is central to human life as every aspect of our daily life is affected by our communication with others and by messages from people we don't even know. This course enables students to better understand this universal phenomenon called communication by addressing the complexities involved in a systematic way. The course also provides students with a set of tools for seeing the everyday processes and experiences of communication through new lenses.

Topics:

- Introduction to Human Communication
- Exploring the Communication Process
- Verbal Communication
- Types of Non-Verbal Communication
- Using Effective Non-Verbal Communication
- Relationship between Self and Communication
- Process of Listening
- Effective Listening
- Groups as structured open system
- Developing Group Diversity and Intercultural group Communication
- Symptoms of Group Think
- Understanding Conflicts
- Managing Conflicts in the small group
- Decision Making and Leadership in Groups
- Defining Leadership
- Applying leadership principles
- Encouraging distributed leadership

Textbooks:

: Principles and Practices of Communication (Customised textbook)
ISBN-13: 9781307338508-AA

: Principles and Practices of Communication (Customised textbook)
ISBN-13: 9781307338508

Learning Outcome:

- Define the communication process
- Explain how perception affects communication with others
- Identify the trends in communication technology
- Discuss groupthink and its symptoms
- Apply conflict management skills
- Employ effective listening skills

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**