



# S.B.V.R. DEGREE COLLEGE

(Recognized by UGC under Section 2(f) & 12(B), Permanently Affiliated to Yogi Vemana University, Kadapa)  
Mydukur Road, BADVEL - 516 227, Kadapa Dist. Andhra Pradesh, India.  
Website : [www.sbvrdc.ac.in](http://www.sbvrdc.ac.in) e-mail : [principal.sbvrdc@sbvr.in](mailto:principal.sbvrdc@sbvr.in) ☎ : 08569-282021, 📞 : +91 75690 34175


## Career Counselling and Competitive Examination Cell

Date: 08-03-2021

In coordination with the Department of English, the Career Counselling and Competitive Examination Cell is going to organize 45-day course on "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*". All the interested students of this institution are instructed to enroll their names with the Department of English and the course will commence on 15-03-2021. For further details and Course Syllabus please visit the Department of English.

Note: As COVID-19 is prevailing, hence all the students are instructed to maintain social distancing in the college premises and classrooms.



  
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## Career Counselling and Competitive Examination Cell

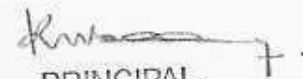
*"Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression"* conducted from 15-03-2021 to 29-04-2021  
for the Academic Year 2020-21 – A Report

The "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*" course, conducted by the Career Counselling and Competitive Examination Cell in coordination with the Department of English, was a resounding success. It equipped participants with essential communication skills, fostering their personal and professional development. The program was well-received, and participants reported notable improvements in their communication capabilities. The Career Counselling and Competitive Examination Cell is committed to providing valuable educational programs, and "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*" exemplifies this commitment.

The "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*" course conducted by the Career Counselling and Competitive Examination Cell was a comprehensive program spanning 45 days with 67 students. The course commenced on 15-03-2021 and concluded on 29-04-2021. The primary objective of the course "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*" is to enhance the communication skills of participants, equipping them with the tools and knowledge necessary for effective communication in both personal and professional settings. The course aimed to improve participants' verbal and non-verbal communication, active listening, and public speaking skills.

The course curriculum was designed to cover a wide range of communication topics and the course was delivered through a combination of lectures, group activities, role-play exercises, and practical assignments. The "*Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression*" course resulted in significant improvements in participants' communication abilities. Feedback from participants was overwhelmingly positive. Many participants expressed that the course had a transformative impact on their communication abilities, benefiting both their personal and professional lives.



  
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## A Course on Language and Communication Skills entitled "Mastering Language and Communication Skills: A Comprehensive Course for Effective Expression" for the Academic Year 2020-21

### Course Objectives:

1. To enhance proficiency in spoken and written communication.
2. To develop effective listening skills for better understanding and interpretation.
3. To improve grammar, vocabulary, and sentence structure for clearer expression.
4. To cultivate persuasive and engaging communication techniques.
5. To refine non-verbal communication skills for enhanced interpersonal interactions.
6. To foster cross-cultural communication competence.
7. To strengthen presentation and public speaking abilities and to instil confidence in communicating effectively in various contexts.

### Course Outcomes: By the end of this course, students will be able to:

1. Communicate confidently and articulately in both formal and informal settings.
2. Listen actively and empathetically, demonstrating understanding and engagement.
3. Utilize correct grammar, vocabulary, and sentence structure in written and spoken communication.
4. Employ persuasive and engaging communication techniques to influence and persuade others and Utilize non-verbal communication effectively to enhance message delivery and reception.
5. Adapt communication styles to effectively interact in diverse cultural contexts.
6. Deliver compelling presentations and speeches with confidence and clarity.
7. Apply learned language and communication skills to various personal and professional situations.

### Syllabus:

#### Unit 1: Foundations of Language and Communication (9 days)

- Introduction to language and its importance in communication
- Understanding the components of effective communication
- Basic grammar rules and sentence structure
- Building vocabulary through reading and word exercises

#### Unit 2: Verbal Communication Skills (10 days)

- Developing clear and concise verbal communication skills
- Active listening techniques for better comprehension and response
- Speaking with confidence and clarity
- Practicing effective questioning and feedback techniques


#### Unit 3: Written Communication Skills (9 days)


- Writing with purpose and audience in mind
- Crafting coherent and cohesive paragraphs and essays
- Enhancing writing style and tone for different contexts
- Proofreading and editing for clarity and correctness

#### Unit 4: Persuasion and Presentation Skills (9 days)

- Understanding the principles of persuasion and influence
- Structuring persuasive arguments and presentations
- Delivering compelling speeches and presentations
- Handling Q&A sessions and audience engagement techniques



  
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## Unit 5: Cross-Cultural Communication and Professional Etiquette (8 days)

- Recognizing and respecting cultural differences in communication
- Strategies for effective communication in diverse cultural contexts
- Developing professional etiquette in communication and interactions
- Practicing networking and communication in professional settings



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