



**TECNIA**  
INSTITUTE OF ADVANCED STUDIES  
GRADE "A" INSTITUTE

**Training &  
Placement Cell**

**Capability Enhancement Program**

**Certificate Course**  
**Corporate  
Skills & Practical  
Communication**



30 Oct. to 4 Nov. 2023



02:00 PM to 7:00 PM



Online

Zoom Meeting Link : [bit.ly/46PECng](https://bit.ly/46PECng)

Meeting ID: **840 9651 2800** : Passcode: **uptoskills**

**Learning Outcome:**

- To help the learner communicate confidently in all business and personal situations
- To help the learner to communicate in an understandable manner and memorable way
- To help the learner to writing clear and concise messages
- To help the learner to deliver presentations
- To help the learner to communicate effectively to individuals and small groups
- To help the learner to control body language
- To help the learner to face the interview confidently

**Advantage:**

- Enhance your Competency
- Gain a competitive edge
- Develop confidence
- Stand out to recruiters

**in association with**



Resource Person:

**Sherry Agarwal**

Trainer, UptoSkill



Convener:

**Dr. Nivedita**

Head Training and Placement Cell, TIAS

**UPTOSKILLS**

Program : **BBA, MBA, BCA, BAJMC, MCA 1st Year**

**Tecnia Institute of Advanced Studies**  
**Grade “A” Institute**  
**Training and Placement Cell**  
**Certificate Course on Corporate Skills and Practical Communication**

**Introduction:**

One of the key skills sought after in the 21<sup>st</sup> Century is Strong Communication Skill. It plays a major role in all spheres of life. Although most people claim to be fairly confident and capable communicators, in reality, strong practical communication skills are a rare and desirable asset especially in corporations. A strong communication skill is a foundation of confidence, self-awareness and positive relationships. Appropriate conveying of the message, thoughts and opinions in any way that is Oral, Written, Presentation or Non-verbal is the building stone for trust, reliability, acceptability and branding.

The Course is designed to make the learner understand the nuances of practical communication which helps them to navigate on their career path.

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**Certification:**

On successful completion of course a certificate will be issued to every participant.

Successful completion of the course requires a minimum of eighty percent (80%) attendance in the program and a minimum of 40% marks in the evaluation.

**Grading system for the evaluation and certification**

- Marks equal or more than 85% : A+
- Marks between 80 to 84.99% : A
- Marks between 75 to 79.99% : B+
- Marks between 70 to 74.99% : B
- Marks between 65 to 69.99% : C
- Marks between 40 to 64.99% : C
- Marks less than 40% : Fail

Tecnia Institute of Advanced Studies  
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Training and Placement Cell  
**Certificate Course on Corporate Skills and Practical Communication**  
**Total Hours: 30 Time 02:00 – 07:00 PM**

Monday, 30.10.2023	Day 1:	Duration	Mode
	<b>Introduction : What, Why, Where, When and How Communication Importance of Communication and Types of Communication</b>	1 Hr.	Virtual
	VERBAL COMMUNICATION (ORAL-AURAL) Listening Skills <ul style="list-style-type: none"> <li>• Purpose of Listening</li> <li>• Listening to Conversation (Formal and Informal)</li> <li>• Active Listening- an Effective Listening Skill</li> <li>• Benefits of Effective Listening</li> <li>• Barriers to Listening</li> <li>• Listening to Announcements- (railway/ bus stations/ airport /sports announcement/commentaries etc.)</li> </ul> Listening Skills-II <ul style="list-style-type: none"> <li>• Listening to Talks, Presentations and discussion</li> <li>• Note Taking Tips</li> </ul> <b>Participants respond to questions on audio clip and receive constructive feedback for improvement.</b>	4 Hrs.	Virtual
Tuesday, 31.10.2023	Day 2:		
	Oral Communication Skills (Speaking Skills)-I <ul style="list-style-type: none"> <li>• International Phonetic Alphabet(IPA) Symbols</li> <li>• Spelling and Pronunciation</li> </ul> Oral Communication Skills-II( Communication in Context-I) <ul style="list-style-type: none"> <li>• Asking for and giving information</li> <li>• Offering and responding to offers</li> <li>• Requesting and responding to requests</li> <li>• Congratulating people on their success</li> <li>• Expressing condolences</li> <li>• Asking questions and responding politely</li> <li>• Apologizing and forgiving</li> </ul>	4 Hrs.	Virtual
	Oral Communication Skills-III (Communication in Context-II) <ul style="list-style-type: none"> <li>• Giving instructions</li> <li>• Seeking and giving permission</li> <li>• Expressing opinions(likes and dislikes)</li> <li>• Agreeing and disagreeing</li> <li>• Demanding explanations</li> <li>• Asking for and giving advice and suggestions</li> <li>• Expressing sympathy</li> </ul>		

	<p>Telephone Skills</p> <ul style="list-style-type: none"> <li>• Basics of Telephone communication</li> <li>• How to handle calls- telephone manners</li> <li>• Leaving a message <ul style="list-style-type: none"> <li>• Greeting and Leave Taking over phone(etiquette)</li> </ul> </li> </ul> <p><b>Participants respond to questions and receive constructive feedback for improvement.</b></p>	<b>1 Hr.</b>	
<b>Wednesday, 01.11.2023</b>	<b>Day 3:</b>		
	<p>Non-Verbal Communication</p> <ul style="list-style-type: none"> <li>• Personal Appearance</li> <li>• Gestures</li> <li>• Postures</li> <li>• Facial Expression</li> <li>• Eye Contacts</li> <li>• Body Language(Kinesics)</li> <li>• Time language</li> <li>• Silence</li> </ul> <p>Tips for Improving Non-Verbal Communication</p>	<b>2 Hrs.</b>	
	<p><b>VERBAL COMMUNICATION (WRITTEN)</b></p> <p>Understanding the writing skill for organization</p> <ul style="list-style-type: none"> <li>• Elements of Effective Writing (What is Writing?)</li> <li>• Types of Sentences</li> </ul> <p>Effective Writing Skills-II</p> <ul style="list-style-type: none"> <li>• Paragraph Writing (Linkage and Cohesion)</li> <li>• Letter Writing(formal and informal)</li> <li>• Notices</li> <li>• Email Writing</li> </ul> <p>Effective Writing Skills-III</p> <ul style="list-style-type: none"> <li>• Summarising</li> <li>• Précis Writing</li> <li>• Note-making</li> </ul> <p><b>Participants respond to questions and receive constructive feedback for improvement.</b></p>	<b>3 Hrs.</b>	<b>Virtual</b>
<b>Thursday, 02.11.2023</b>	<b>Day 4:</b>		
	<p>Effective Writing Skills</p> <ul style="list-style-type: none"> <li>• Words Often Confused-Pairs of words</li> <li>• One Word Substitutes</li> <li>• Synonyms and Antonyms</li> <li>• Word Formation: Prefixes, Bases and Suffixes (Derivational &amp; Inflectional).</li> </ul>	<b>2.5 Hrs.</b>	<b>Virtual</b>

	<p>Remedial English Grammar and Usage-I</p> <ul style="list-style-type: none"> <li>Articles</li> <li>Tenses</li> <li>Modals</li> </ul> <p>Remedial English Grammar and Usage-II</p> <ul style="list-style-type: none"> <li>Prepositions and words followed by prepositions</li> <li>Concord (Agreement of the Verb with the Subject)</li> <li>Error Analysis( Correction of Errors in a given sentence - errors in the use of words -</li> <li>Errors in punctuation</li> </ul>		
	<p>Presentation Skills</p> <ul style="list-style-type: none"> <li>Preparing a PowerPoint Presentation</li> <li>Greeting and introducing</li> <li>Presenting a Paper</li> <li>Group Discussions</li> <li>Preparing for and Facing a Job Interview</li> </ul>	<b>1.5 Hrs.</b>	
	<p>Virtual Meeting</p> <p><b>Participants respond to questions and receive constructive feedback for improvement.</b></p>	<b>1 Hr.</b>	
<b>Friday, 03.11.2023</b>	<b>Day 5:</b>		
	<p><b>Interpersonal and Cross-Cultural Communication</b></p> <p><b>Building Rapport and Active Listening</b></p> <ul style="list-style-type: none"> <li>Establishing Trust and Connection in Conversations</li> </ul> <p>Techniques for Active Listening and Responding</p> <p><b>Conflict Resolution and Difficult Conversations</b></p> <ul style="list-style-type: none"> <li>Strategies for Handling Disagreements and Tense Situations</li> </ul> <p>Turning Conflict into Opportunity for Growth</p> <p><b>Networking and Relationship Building</b></p> <ul style="list-style-type: none"> <li>Importance of Professional Networking</li> </ul> <p>Networking Events, Online Platforms, and Strategies</p> <p><b>Cross-Cultural Communication Skills</b></p> <ul style="list-style-type: none"> <li>Recognizing Cultural Differences in Communication Styles</li> </ul> <p>Adapting to Ensure Clear Understanding</p> <p><b>Delivery Techniques and Overcoming Nervousness</b></p> <ul style="list-style-type: none"> <li>Body Language, Voice Modulation, and Eye Contact</li> </ul> <p>Strategies for Confident Presentation Delivery</p>	<b>4 Hrs.</b>	<b>Virtual</b>
	<p>Presentation Skills</p> <ul style="list-style-type: none"> <li>Preparing a PowerPoint Presentation</li> <li>Greeting and introducing</li> <li>Presenting a Paper</li> <li>Group Discussion</li> </ul> <p><b>Participants respond to questions and receive constructive feedback for improvement.</b></p>	<b>1 Hr.</b>	

<b>Saturday, 04.11.2023</b>	<b>Day 6:</b>		
	<p>COMMUNICATION AS A SKILL FOR CAREER BUILDING</p> <ul style="list-style-type: none"> <li>Identifying job openings</li> <li>Applying for a job</li> <li>Preparing Cover letters</li> <li>Preparing a CV/Resume and Effective Profiling</li> <li>Preparing for and Facing a Job Interview</li> </ul> <p>Participants respond to questions and receive constructive feedback for improvement</p>	<b>2.5 Hrs.</b>	<b>Virtual</b>
	<b>Test and Evaluation</b>	<b>2.5 Hrs.</b>	
	<b>Total Hours</b>	<b>30 Hrs.</b>	

### RUBRICS FOR PRACTICAL COMMUNICATION (WRITTEN & ORAL)

Component	Proficient	Acceptable	Needs Improvements
Written Communication	Report is well organized and clearly written. The underlying logic is clearly articulated and easy to follow. Words are chosen that precisely express the intended meaning and support reader comprehension. Diagrams or analyses enhance and clarify presentation of ideas. Sentences are grammatical and free from spelling errors.	Report is organized and clearly written for the most part. In some areas the logic or flow of ideas is difficult to follow. Words are well chosen with some minor exceptions. Diagrams are consistent with the text. Sentences are mostly grammatical and only a few spelling errors are present but they do not hinder the reader.	Report lacks an overall organization. Reader has to make considerable effort to understand the underlying logic and flow of ideas. Diagrams are absent or inconsistent with the text. Grammatical and spelling errors make it difficult for the reader to interpret the text in places.
Presentation Visual Aids	Slides are error-free and logically present the main components of the process and recommendations. Material is readable and the graphics highlight and support the main ideas.	Slides are error-free and logically present the main components of the process and recommendations. Material is mostly readable and graphics reiterate the main ideas.	Slides contain errors and lack a logical progression. Major aspects of the analysis or recommendations are absent. Diagrams or graphics are absent or confuse the audience.
Oral Presentation	Speakers are audible and fluent on their topic, and do not rely on notes to present or respond. Speakers respond accurately and appropriately to audience questions and comments.	Speakers are mostly audible and fluent on their topic, and require minimal referral to notes. Speakers respond to most questions accurately and appropriately.	Speakers are often inaudible or hesitant, often speaking in incomplete sentences. Speakers rely heavily on notes. Speakers have difficulty responding clearly and accurately to audience questions.
Body Language	Body language, as indicated by appropriate and meaningful gestures (e.g., drawing hands inward to convey contraction, moving arms up to convey lift, etc.) eye contact with audience, and movement, demonstrates a high level of comfort and connection with the audience.	Body language, as indicated by a slight tendency to repetitive and distracting gestures (e.g., tapping a pen, wringing hands, waving arms, clenching fists, etc.) and breaking eye contact with audience, demonstrates a slight discomfort with the audience.	Body language, as indicated by frequent, repetitive and distracting gestures, little or no audience eye- contact, and /or stiff posture and movement, indicate a high degree of discomfort interacting with audience.