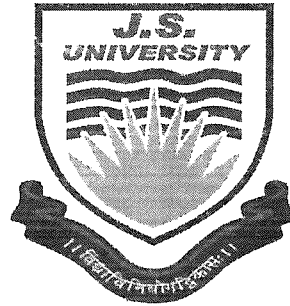


# **J.S. University, Shikohabad**

Established by UP Govt. Act No. 07 of 2015

Recognized by U.G.C. under section 2 (f) of Act-1956



## **Value Added Course**

**(INDUSTIRAL COMMUNICATION)**

VAC-015

**FACULTY OF COMMERCE**

	J.S. University, Shikohabad <b>FACULTY OF COMMERCE</b>	Value Added Course
		AY: 2018-2019

## **INDUSTRIAL COMMUNICATION**

### **Learning Outcome:**

**This course imparts the knowledge how to communicate in industry. Industrial communication is to connect all sections of a plant in a single Networked system, from the management level right down to the field level**

**Duration:** 30 Hours.

### **Module-1**

Communication: An Introduction

- Definition, Nature and Scope of Communication
- Importance and Purpose of Communication
- Process of Communication
- Types of Communication

### **Module-2**

Non-Verbal Communication

- Personal Appearance
- ☒ Gestures
- ☒ Postures
- ☒ Facial Expression
- ☒ Eye Contacts
- ☒ Body Language(Kinesics)
- ☒ Time language
- ☒ Silence
- ☒ Tips for Improving Non-Verbal Communication

### **Module-3**

Effective Communication

- Essentials of Effective Communication
- Communication Techniques

- Barriers to Communication

**Module-4**

**Communication Network in an Organization-I**

- Personal Communication
- Internal Operational Communication
- External Operational Communication

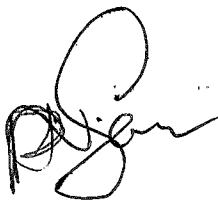
**Module-5**

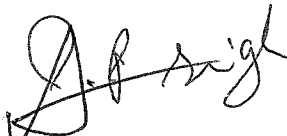
**Communication Network in an Organization-II**


- Horizontal(Lateral) Communication
- Vertical(Downward) Communication
- Vertical(Upward) Communicatio

**References:-**

- **Communication Systems, 5ed, ISV Paperback – 1 Jan2009 by Michael Moher  
Simon Haykin (Author)**
- **Principles of Communications: Systems, Modulation and Noise Paperback – 1  
January 2015 by Rodger E. Ziemer (Author), William H. Tranter (Author)**

  
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 Coordinator

  
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