

DEPARTMENT OF PSYCHOLOGY
MES ASMABI COLLEGE, P. VEMBALLUR, THRISSUR, 680671
CERTIFICATE COURSE IN
ART AND SCIENCE OF COMMUNICATION: PROFESSIONAL PERSPECTIVE
(COURSE CODE: AS23ASCPP)
2023-2024

Department : Department of Psychology

Name of the Course : Art and Science Of Communication: Professional Perspective

Course Code : AS23ASCPP

Name of the Coordinator : Lathif Penath, 9946238540
lathifpenathpsy@gmail.com

Head of the Department : Lathif Penath

Maximum number of students : 30

Duration of the course : 35 hrs

Level : UG/PG

Teaching Methodology : Direct method, Role plays, Group discussions

Teaching aids : Ppt, handouts, charts

Evaluation procedure : Viva, Case presentations

Collaborating agency, if any : Nil

Project, Assignment, Internship : Nil

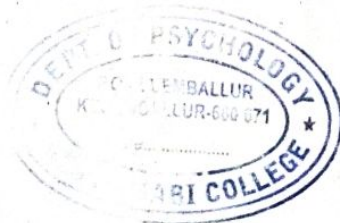
Date of Registration : 18/07/2023

Tentative date of Course Completion : 20/02/2024

Date of final exam : 19/02/2024

Date of Issue of Certificate : 26/03/2024


LATHIF PENATH
Assistant Professor & HOD
Department of Psychology
MES Asmabi College, P. Vemballur
Kodungallur, Thrissur-680 671, Kerala-India




In-charge
MES Asmabi College
P. Vemballur

MES ASMABI COLLEGE

DEPARTMENT OF PSYCHOLOGY CERTIFICATE COURSE 2023-2024

COURSE NAME :ART AND SCIENCE OF COMMUNICATION: PROFESSIONAL PERSPECTIVE

Course Code :AS23ASCPP

Name of Students Enrolled

SI No	Name of the Student	Department	Year/ Semester	Signature of student
1	FARHANA NAZRIN P A	III Eng	V SEM	<i>[Signature]</i>
2	FARZANA SIRAJ	III Eng	V SEM	<i>[Signature]</i>
3	JUBAIRIYA A A	III Eng	V SEM	<i>[Signature]</i>
4	AHLA K I	III Eng	V SEM	<i>[Signature]</i>
5	ANNA GRACE	III Eng	V SEM	<i>[Signature]</i>
6	ANSILA U N	III Eng	V SEM	<i>[Signature]</i>
7	ANUSREE M J	III Eng	V SEM	<i>[Signature]</i>
8	APSANA K B	III Eng	V SEM	<i>[Signature]</i>
9	MISRIYA M A	III Coop	V SEM	<i>[Signature]</i>
10	MUHSINA BASHEER	III Coop	V SEM	<i>[Signature]</i>
11	MUMTHAHINA T M	III Coop	V SEM	<i>[Signature]</i>
12	PUNNYA T S	III Coop	V SEM	<i>[Signature]</i>
13	RESWINI M R	III Coop	V SEM	<i>[Signature]</i>
14	THASNEEMA	III Bot	V SEM	<i>[Signature]</i>
15	ADITHYA T S	III Bot	V SEM	<i>[Signature]</i>
16	ANUSREE KP	III Bot	V SEM	<i>[Signature]</i>
17	DEVAPRIYA V S	III Bot	V SEM	<i>[Signature]</i>
18	HANNATH V S	III THM	V SEM	<i>[Signature]</i>
19	HARIKRISHNAN P P	III THM	V SEM	<i>[Signature]</i>
20	HASNA V B	III THM	V SEM	<i>[Signature]</i>
21	MUHAMED SHAHEER T A	III THM	V SEM	<i>[Signature]</i>
22	MURSHIDHA MOHAMMED	III THM	V SEM	<i>[Signature]</i>
23	C A AMEENA FATHIMA	III DFP	V SEM	<i>[Signature]</i>
24	FARHANA P A	III DFP	V SEM	<i>[Signature]</i>
25	FAYAS PY	III DFP	V SEM	<i>[Signature]</i>
26	JAGAN NADH M	III DFP	V SEM	<i>[Signature]</i>
27	HRIDYA SEKHAR T S	III Phy	V SEM	<i>[Signature]</i>
28	KAVYA P B	III Phy	V SEM	<i>[Signature]</i>
29	KHADHEEJA HUSNA P	III Phy	V SEM	<i>[Signature]</i>
30	MOHAMED MUFEES P M	III Phy	V SEM	<i>[Signature]</i>

Principal in Charge
M.E.S Asmabi College
P.Vembailur



LATHIS BENATH
Assistant Professor & HOD
Department of Psychology
MES Asmabi College, P. Vembailur
Kodungallur, Thrissur-680 671, Kerala-India



DEPARTMENT OF PSYCHOLOGY
 Certificate Course in Arts & Science of Communication:
 Professional Perspective
 MES ASMABI COLLEGE, P. VEMBALLUR



FARHANA NAZRIN P A

This is to certify that Mr/Ms..... has completed the certificate course ... ART AND SCIENCE OF COMMUNICATION: PROFESSIONAL PERSPECTIVE conducted by Department of PSYCHOLOGY MES Asmabi College, P Vemballur, Kodungallur during the academic year 2023 - 24 .

P Vemballur
 26.03.2024

LATHIF PENATH
 Coordinator

LATHIF PENATH
 HoD

Dr A Biju
 Principal



CERTIFICATE COURSE IN
ART AND SCIENCE OF COMMUNICATION: PROFESSIONAL PERSPECTIVE
(COURSE CODE: AS23ASCPP)

Objectives:

- Train students to master advanced communication techniques
- Develop proficiency in professional verbal and nonverbal communication
- Enhance skills in effective interpersonal and organizational communication

Total Intake: 30 students

Infrastructure Required:

- A 500 sq. ft. area with electric supply and proper ventilation
- Required: LED projector, blackboard/whiteboard, clips, duster, movable chairs, closable doors, proper lighting, drinking water

Participants: Undergraduate students

SYLLABUS

Workshop 1 (5 hours) Introduction to Professional Communication

- Understanding Communication Models and Theories
- Verbal Communication: Clarity, Tone, and Professional Language
- Nonverbal Communication: Body Language, Eye Contact, and Gestures
- Building Confidence in Professional Settings

Workshop 2 (5 hours) Advanced Interpersonal Skills

- Active Listening and Empathy in Professional Interactions
- Conflict Resolution Techniques
- Effective Team Communication and Collaboration
- Emotional Intelligence in the Workplace
- Peer Group Session (1 hour, Assignment)

Workshop 3 (5 hours) Organizational Communication

- Communication Channels and Networks
- Effective Presentation Skills: Structure, Delivery, and Visual Aids
- Conducting and Participating in Meetings
- Persuasion and Negotiation Skills in Business
- Peer Group Session (1 hour, Assignment, Mentor Training Sessions 2 hours)

Workshop 4 (5 hours) Digital Communication Tools

- Email Etiquette and Professional Writing Skills
- Social Media and Professional Networking

- Digital Tools for Collaboration: Video Conferencing, Project Management
- Creating and Maintaining a Professional Digital Presence
- Peer Group Session (1 hour, Assignment, Mentor Training Sessions 2 hours)

Workshop 5 (5 hours) Applied Communication Strategies

- Case Studies and Role-Playing Exercises
- Developing a Communication Strategy for Organizations
- Crisis Communication Management
- Cross-Cultural Communication in Global Business
- Peer Group Session (1 hour, Assignment, Mentor Training Sessions 2 hours)

Assessment & Rules

Assessment Assignment | Assessment Quality | Marks

MOCK PRESENTATION & ROLE PLAY

- The student should perform both contexts
- 25 Marks

CONTENT CREATION & ESSAY SUBMISSION

- The student should create content covering all the topics based on the curriculum
- 25 Marks

PERFORMANCE TEST TEST 1 | MARK: 25

PART A: Select any one context of a professional communication scenario and prepare for the same.

Context One: Job Interview for a Communication Specialist **Context Two:** Presentation to a Corporate Board

The student can prepare according to the content provided in the study material and reference. The student will be assessed based on the skills performed and presented in front of the panel.

WRITTEN TEST TEST 2 | MARK: 25

PART B: Select any one of the topics and write an essay on it (minimum 500 words).

1. Write an essay on Advanced Interpersonal Communication Skills
2. Write an essay on Organizational Communication Strategies
3. Write an essay on Digital Communication Tools and Their Impact on Professional Communication

LATHIE PENATH
Assistant Professor & HOD
Department of Psychology
MES Asmabi College, P. Vemballur
Kodungathur, Thrissur-680 671, Kerala-India



[Signature]
Principal in Charge
M.E.S Asmabi College
P.Vemballur

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2022-2023

Final Examination Total Marks: 25

Time : 2 Hours

Part A: One Word Questions (5 x 1 = 5 Marks) Answer all questions in Part A.

1. What term describes the use of body language and facial expressions to communicate nonverbally?
2. What is the primary purpose of a Learning Management System (LMS) in professional training?
3. Which skill involves understanding and sharing the feelings of another person?
4. Name the type of communication that involves clarity, tone, and professional language.
5. What is the term for managing and resolving conflicts within a team or organization?

Part B: Short Essay Questions (2 x 5 = 10 Marks)

Choose any two questions from Part B

Answer any two of the following questions in short essays (approximately 200 words each):

1. Explain the importance of verbal communication skills in a professional setting and provide examples of how clarity and tone can impact workplace communication.
2. Describe the role of digital tools in professional communication, highlighting the benefits of email etiquette and social media networking.
3. Discuss the significance of emotional intelligence in the workplace and how it can enhance team collaboration and conflict resolution.

Part C: Long Essay Question (1 x 10 = 10 Marks)

Answer the following question in a detailed essay (approximately 500 words):

1. Discuss the various strategies for effective organizational communication. Include an analysis of communication channels, presentation skills, and the role of persuasion and negotiation in business. Provide examples of how these strategies can be applied to improve communication within an organization.

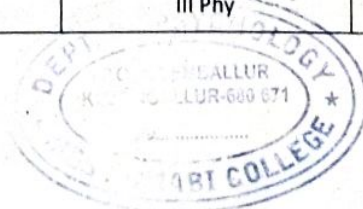
LATHA MENATH
Assistant Professor & HOD
Department of Psychology
MES Asmabi College, P. Vemballur
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DEPARTMENT OF PSYCHOLOGY CERTIFICATE COURSE 2023-2024			
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Course Code :AS23ASCPP			
MARKS OUT OF 25			
Sl No	Name of the Student	Department	MARKS
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2	FARZANA SIRAJ	III Eng	23
3	JUBAIRIYA A A	III Eng	21
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2023-2024

Program Report: Certificate Course in Art and Science of Communication: Professional Perspective

The Department of Psychology at MES Asmabi College successfully conducted the Certificate Course in Art and Science of Communication: Professional Perspective from January 10, 2023, to March 30, 2023. The program was designed to equip students with essential communication skills for professional environments. A total of 30 undergraduate students participated in this intensive course. The course mostly included 5 hours training in weekends and also hours in for exams in working days. The Certificate Course in Art and Science of Communication: Professional Perspective at MES Asmabi College has successfully equipped students with essential communication skills for professional excellence. Throughout the course, students engaged in workshops and practical sessions that enhanced their verbal, nonverbal, and digital communication abilities.

Outcomes:

- **Enhanced Communication Skills:** Students demonstrated improved clarity, tone, and professionalism in both verbal and nonverbal communication.
- **Advanced Interpersonal Abilities:** Participants developed strong active listening, empathy, and conflict resolution skills, fostering better teamwork and collaboration.
- **Organizational Proficiency:** Graduates exhibited proficiency in conducting and participating in meetings, delivering effective presentations, and navigating communication channels within organizations.
- **Digital Communication Mastery:** Students gained expertise in professional email etiquette, social media networking, and using digital tools for collaboration.

- **Strategic Communication:** Graduates were able to devise and implement effective communication strategies for organizations, including crisis management and cross-cultural communication.

The course has empowered students to excel in their careers, making them valuable assets in any professional setting.



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