STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department : **PUBLIC RELATIONS**
Name/s of the Faculty : **DR. SARANYA BALAN**
Course Title : **INTERPERSONAL AND GROUP COMMUNICATION**
Course Code : **23PR/PC/IG14**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define communication, its elements and the various levels at which effective communication takes place in various situations and recall the skills required to communicate ethically	K1
CO2	Discuss the importance of communication and explain the barriers to effective communication and sensitively respond to a range of social and economic issues	K2
CO3	Demonstrate an understanding of the importance of intrapersonal communication and the impact it creates within self and the perceptions others develop	K3
CO4	Critique and analyse key points to negotiate, solve problems, influence behavior, make decisions and communicate strategically and sustainably at the internal and external levels	K4, K5
CO5	Develop skills required to work efficiently in groups of various capacities and create communication plans to provide business and social solutions	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 24 – 26, 2024 (Day Order 4 - 6)	1	1.1 Definition and Origin of Communication 1.2 Elements and Process of Communication	K1-K2	2	1	Lecture	Quiz
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3 Types, Levels and Functions of Communication	K1-K2	5	1	Lecture	Quiz
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.4 Barriers to Effective Communication	K1-K2	5	1	Lecture	Quiz
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 Intrapersonal Communication – Definition, types, advantages and forms 2.2 Concepts of intrapersonal communication – Self-concept, Self-reflection, Internal monologue, Self-Esteem, Self-Acceptance. Concept of Self – Johari Window Theory	K2-K5	5	2	Lecture	Quiz
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.3 Coping with Fear, Shyness and Anger 2.4 Four Factors that Influence Intra-Personal Communication – Perspective, Self-esteem, Self-assertion and Self-confidence	K2-K5	5	2	Lecture	Group activity - Role-playing, storytelling

Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.3 Coping with Fear, Shyness and Anger 2.4 Four Factors that Influence Intra-Personal Communication – Perspective, Self-esteem, Self-assertion and Self-confidence	K2-K5	3	3	Lecture, Role-playing, storytelling	Group activity
Aug 6 – 10, 2024	**C.A. Test - I**						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 Definition of Interpersonal Communication, Interpersonal Skills – Verbal Communication, Non-Verbal Communication, Listening, Negotiation, Assertiveness, Decision-Making and Problem-Solving Skills	K1-K5	2	1	Lecture	Group discussions
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.2 Models of Interpersonal Communication: Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, David Berlo's SCMR Model	K1-K5	5	3	Lecture	Quiz

Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.3 Communicating to Influence Behavior – Meaning, Effective and Ineffective Strategies, Development of Plan for Influencing Change 3.4 Forms of Interpersonal Communication - Conceptualizing presentations, Drafting e-mails and etiquettes, Writing reports, Writing minutes	K1-K5	5	4	Lecture, Learning by Doing	Writing content, articles and reports. **Draft business pitching emails, write reports on the products.**
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.1 Group – Definition and Types of Groups, Group Communication and its Importance 4.2 Group Lifecycle, Group Leadership, Group Dynamics	K1-K6	5	1	Lecture, Learning by Doing	Group discussions, Group Activity
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.3 Working with Groups – Advantages and Disadvantages, Group Member Roles 4.4 Forms of Group Communication – Group Discussions, Symposiums, Seminars, Panel Discussion	K1-K6	5	4	Lecture, Role-playing, storytelling	Group activity **Develop interpersonal communication with the rural people and conduct group discussions to support their growth and progress.**
Sep 23 - 26, 2024 (Day Order 1-4)	4	Debates, Interviews, Conferences, Meetings and Exhibitions	K1-K6	4	4	Lecture	Group discussions/ peer learning
Sep 27 – Oct 3, 2024	**C.A. Test - II**						

Date		Topic				Mode	Activity
Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 Group Communication theory and its functions 5.2 Theoretical perspectives for small group communication – Systems theory, Social exchange theory, Symbolic convergence theory, Structuration theory, Functional theory	K4-K6	1	3	Lecture	Group discussion/peer learning **Track knowledge growth through the Exchange of information every day.**
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.3 Models of group communication I – Tubbs systems model, Poole's model of small group communication 5.4 Models of group communication II – Katz and Lazarsfeld's Two Step Flow Model of Communication, Fisher's Decision emergence theory	K4-K6	5	4	Lecture	Research articles, case studies
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.5 Virtual team communication – Definitions and Purpose. Virtual team meetings and management – Objectives, phases and challenges. 5.6 Virtual meeting etiquette	K4-K6	5	5	Lecture	Creating meetings **To collect information from remote employees to understand how employees collaborate and interact with each other when they are not working in the same physical space.**
Oct 23 - 24, 2024 (Day Order 1 to 2)	**REVISION**						