



KLE ACADEMY OF HIGHER EDUCATION & RESEARCH
Accredited "A+" Grade by N^AAC (3rd Cycle) & Placed in Category "A" by MoE (GoI)
INSTITUTE OF PHYSIOTHERAPY
BELAGAVI - KARNATAKA



Value Added Course
on
COMMUNICATION SKILLS
and
ENTREPRENEURSHIP



Value Added Course on Communication Skills & Entrepreneurship



PREAMBLE

The Value Added Course on Communication Skills and Entrepreneurship is designed to equip students with essential interpersonal and business skills. It focuses on effective communication strategies, including verbal, non-verbal, and written communication, while enhancing public speaking and digital communication abilities. The entrepreneurship module encourages creative thinking, business planning, and financial literacy, inspiring students to become job providers rather than job seekers. By the end of the course, students will have the confidence and knowledge to excel in both personal relationships and the dynamic business world, preparing them for professional growth and entrepreneurial success.

OBJECTIVE

- ◆ To enhance students' communication skills, enabling them to effectively convey and receive information, understand messages accurately, and efficiently complete tasks through clear and effective communication.
- ◆ To foster an entrepreneurial mindset, helping students recognize the role of entrepreneurship in economic growth, adapt to dynamic changes in the economy, and acquire the skills necessary to create and manage successful entrepreneurial ventures.

DURATION : 16 hours

MEDIUM OF INSTRUCTION : English

FREQUENCY : Once a Year

No. of Seats : Open to all



COURSE CONTENT

Communication Skill (8 hours)

- Definition of Communication Skills
- Modes of Communication
- Types of Communication
- Code and Content of Communication Skills
- Stimulus and response of Communication Skills
- Effective Public Speaking
- Ethics in Communication
- Assessment of Communication Skills

Entrepreneurship (8 hours)

- Introduction to Entrepreneurship
- Concept and Functions
- Types of Entrepreneurs
- Factors influencing entrepreneurship
- Organization Forms
- Idea generation