

**ARTICULATING LEARNING OBJECTIVES OF COURSES ON  
COMMUNICATION SKILLS: A MOTIVATING APPROACH FOR THE  
STUDENTS OF PROFESSIONAL PROGRAMS TO ENRICH THEIR  
COMMUNICATION SKILLS IN ENGLISH**

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**Abstract**

In modern era, having knowledge and command over English Language plays a very vital and important role in building successful career. Person with effective Interpersonal Communication Skills, Presentations Skills and Conversation skills will be far ahead in terms of gaining the career benefits in comparison of a person lacking these skill sets. The fact is that one must give enough important and priority to his or her communication skills in order to enter and sustain him or herself at the particular industry. These facts of necessity of communication skills courses are well understood by the academic institutions and as result of it numbers of communication skills courses are made part of curriculum of profession programs like Engineering, Pharmacy, MBA, MCA, Nursing and others. But it is always challenging for Communication skills teachers to enrich the professional skills of the students. Many factors are responsible behind that. One of them is lacking of proper articulation of learning objectives of these courses to the students. The paper discusses the reasons, relevance and impact of articulating the learning objectives of each component of communication skills courses to the students of professional programs.

**Key Words:** Communication Skills, Professional World, Professional Programs

Courses on Communication Skills play a key role in enriching students with effective communication skills and prepare the graduates to face the global competitions and challenges. The challenges for the graduates start at the very beginning of joining the academic organization with the purpose of gaining knowledge and skills for building the career. The knowledge and skills that they acquire in the area of communication skills help these graduated in achieving success in their respected professional areas throughout their lives.

In this situation the role of English or Communication teachers becomes an important one. It is expected from English teachers to mold and flourish these students for excellence in communication skills in English. While teaching various courses like Communication Skills and Professional Communication to the students of professional programs for several years, I have been found that articulating the learning objectives of the each learning components have proved beneficial for generating positive learning attitude towards the courses related with communication skills in English. If we want to implement student centric teaching-learning environment in the classroom, the interest of the students must be at peak level. If students know the objectives and reasons to learn the particular course then the course will matter for them. Because Professional courses students have the mindset of acquiring skill sets which will be helpful to them in the industrial world. So the teacher must discuss the objectives of each component of the courses of English enrichment. When students well versed with the reasons of being in classroom to learn particular course, they will pay their attention towards learning. Alignment between the objectives and course components of communication skills will ensure the effectiveness of teaching-learning process in the classroom. Objectives articulate the skills and knowledge that teacher wants to impart to the students throughout the course. Learning objective will direct students to drive their learning effort appropriately towards the particular course. i.e. If teacher is able to convince the students that learning of Components like Group Discussion and Interview Skills will be beneficial to them while placement procedure, they will be eager to learn the course. Students must know that the professional skills sets are important for them and also desired by industry.

Courses on Communication Skills generally cover components like LSRW skills, Presentation Skills, Interview & Group Discussion Skills, and Leadership Skills and so on. Students must be answered the questions like what benefits they will get from learning of LSRW skills? How effective presentation skills and public skills will be helpful to them in winning the attention of the people? How the Group discussion and Interview skills will make their way easier to enter in renowned organization? The answers of these questions will ensure the importance of Communication Skills courses among the professional program students.

Uses of case studies, Employment Surveys, Employment Reports, Employers Interviews, and Articles of news papers on Employability skills can be used to begin the healthy discussion for connecting students with learning objectives. Teachers must prepare him or herself with proper lesson planning, effective teaching pedagogy, Scope of communication skills in Industry, fact and figures related with the components of the course to ensure the effectiveness of articulation of the objectives of learning the course.

**Reference:**

No resources have been used for the given article.