

GUJARAT TECHNOLOGICAL UNIVERSITY

Master of Computer Application

Semester: II

Subject Name : **Communication Skills (CS)**

Subject Code : **620008**

Learning Objectives: Technical Communication is most essential for students and professionals. Thus there is a drastic need for effective communication. Due to the various phenomenal changes in the business environment, recruiters are now looking for students with good computer knowledge as well as good communication skills. Thus, the objective of this course is to equip the students with the basics of communication skills and technical writing, so that they can put it into use in their day-to-day activities. The course also attempts to develop analytical, written and spoken communication skills essential in any business environment.

Prerequisites: An URGE to become a successful communicator

Contents:

- 1. Basics of Communication (30%)**
What is Communication, Communication Process, Levels of Communication, Importance of Technical Communication, Barriers to Communication, Technology-Enabled Communication, Impact of Technology, Selection of Appropriate Communication Technology, Non-Verbal Communication, Forms of Non-Verbal Communication, Interpreting Non-Verbal Messages
- 2. Oral Forms of Communication (20%)**
Effective Listening, Active vs Passive Listening, Effective Presentation Strategies, Effective Use of Visual Aids, Understanding the Nuances of Delivery, Interviews, Types of Interviews, Group Discussion, Meetings, Conferences
- 3. Effective Writing (25%)**
Guidelines to Effective Writing, Resume Building, Letter Writing, Memorandums, E-mails
- 4. Written Forms of Communication (25%)**
Report Writing, Technical Proposals, Research Paper, Dissertation, Thesis, Instruction Manuals, Technical Description
- 5. Language Skills (For building strong foundation in communication: an essential part in all the above four modules)**
Introduction to Basic English Grammar (punctuations, capitalization, nouns, verbs, articles, synonyms, antonyms, homonyms, homophones, one-word substitution, word formation), Common Errors in Usage, Words Commonly Misspelt, Vocabulary, Comprehension

Text Books:

1. Meenakshi Raman & Sangeeta Sharma, "Technical Communication – Principles and Practice", Oxford University Press, Sixteenth Impression 2007.
2. Meenakshi Raman & Prakash Singh, "Business Communication", Oxford University Press, Seventh Impression 2008.

Reference Books :

1. Herta A Murphy, Herbert W. Hilderbrandt, Jane P Thomas, "Effective Business Communication" 7th Edition, Tata McGraw Hill Publication
2. Hedwig Lewis, "Body Language", Response Books
3. Ashraf Rizvi, "Effective Technical Communication", TMGH Publication
4. Paul V. Anderson, "Technical Communication – A Reader Centred Approach", 6th Edition, Thomson Publication
5. Huckins Thomas, "Technical Writing and Professional Communication", McGraw Hill Publication
6. Penrose, Rasberry, Myers, "Business Communication for Managers – An Advanced Approach", 5th Edition, Thomson Publication
7. Bovee, Thill, Schatzman, "Business Communication Today" 7th Edition, Pearson Education
8. Andrea J. Rutherford, "Basic Communication Skills for Technology", 2nd Edition, Pearson Education
9. Sharon J. Gerson, Steven M. Gerson, "Technical Writing – Process & Product", 5th Edition, Pearson Education
10. Asha Kaul, "Effective Business Communication", Prentice-Hall India Pvt. Ltd.
11. Daniel G. Riordan, Steven E. Pauley, "Technical Report Writing Today", 8th Edition, Indian Adaptation, Biztantra Publication
12. Sunita Mishra, C. Murli Krishna, "Communication Skills for Engineers", Pearson Education
13. Leena Sen, "Communication Skills", 2nd Edition, PHI
14. Kenneth W. Davis, "Business Writing and Communication", TMGH Publication
15. B. N. Basu, "Technical Writing", Prentice-Hall India Pvt. Ltd.
16. Matthukutty M. Monippally, "Business Communication Strategies", TMGH Publication
17. Wren & Martin, "High School English Grammar and Composition"
18. Janet Whitcut, "Better Word Power", Oxford University Press

Chapter wise Coverage from Textbook(s):

Book 1 Chapter 1 – 17, Appendix A, B & C
Book 2 Chapter 2, 14

Suggested Assignments for Continuous Evaluation Component:

- Group Discussion Sessions
- Mock Interviews
- Write their own Resume
- Assignment on Report Writing, Letter Writing and Memo Writing
- Preparing a Technical Proposal

Accomplishments of the student after completing the course:

- 🕒 Gain an insight into the types of communication
- 🕒 Build good body language and communication skills while making presentations in a classroom, or boardroom.
- 🕒 Would be better equipped in writing letters, technical reports etc.