GUJARAT TECHNOLOGICAL UNIVERSITY
MASTERS IN COMPUTER APPLICATION
Year – I (Semester – I) (W.E.F. JULY 2017)

Subject Name: Communication Skills (CS)
Subject Code: 3610005

1. **Objectives:**

    - Development of verbal and written communication skills.
    - Development of skills for interviews, group communication, and effective presentation
    - Learning techniques for effective reading, technical writing, etc.
    - Learning basics of vocabulary, grammar

2. Prerequisites: Willingness to sharpen communication skills

3. Course Contents:

Sr. No.	Course Content	No. of Sessions
1	**Introduction and Basics of Technical Communication** Importance of Communication, Basics of Communication, Purpose, Audience, Cross- Cultural Communication, Language, Communicative Skills, Effective Communication, Modes of Communication, Objectives and Characteristics of Technical Communication, Process of Communication, Levels of Communication, Flow of Communication, Communication Networks, Visual Aids in Technical Communication	05
2	**Effective Speaking and Conversation** Introduction, Paralinguistic Features, Barriers to Speaking, Types of Speaking, Persuasive Speaking, Public Speaking, Conversations, Telephonic Conversations and Etiquette, Dialogue Writing	06
3	**Effective Presentation Strategies, Interviews and Group Communication** Introduction, Planning, Outlining and Structuring, Nuances of Delivery, Controlling Nervousness and Stage Fright, Visual Aids in Presentations, Objectives of Interviews, Types of Interviews, Job Interviews, Media Interviews, Press Conferences, Forms of Group Communication, Use of Body Language, Discussions, Group Discussions, Organizational GD, GD as Part of Selection Process, Meetings, Conferences, Symposia and Seminars, Negotiations	09
4	**Technical Writing, Words, Phrases, and Sentences** Introduction, Audience Recognition/Analysis, Language, Elements of Style, Techniques for Good Technical Writing, Referencing and Styling, Right Words and Phrases, Sentences	04
5	**Letters, Memos and Email** Introduction, Letter Writing, Business Letters, Cover Letters, Resumes, Memos, Emails	05

6	**Reports**	03
	Introduction, Characteristics of a Report, Categories of Reports, Formats, Prewriting, Structure of Reports, Types of Reports, Writing the Report	
7	**Research Paper and Dissertation**	03
	Introduction, Characteristics and Components of a Research Paper, Dissertation	
8	**Introduction to Modern Communication Media**	03
	Introduction, Technology Based Communication Tools, Positive Impact of Technology-enabled Communication, Negative Impact of Technology-enabled Communication, Selection of Appropriate Technology, Effectiveness in Technology based Communication	
9	**Vocabulary**	05
	Introduction, A Brief History of Words, Using the Dictionary and Thesaurus, Changing Words from One Form to Another, Word Formation : Prefixes and Suffixes, Synonyms and Antonyms, Idioms, Confusables, One-Word Substitutes, Homonyms, Homophones, Eponyms, Phrasal Verbs	
10	**English Grammar**	05
	Introduction, Nouns, Gerunds, Infinitives, Subject-Verb Agreement, Tenses, Active and Passive Voice, Conditional Sentences, Adjectives and Degrees of Comparison, Adverbs, Conjunctions, Prepositions, Articles	

4. Text Book(s):

1. Meenakshi Raman & Sangeeta Sharma, "Technical Communication – Principles and Practice", 2nd Edition, Oxford University Press, 2011.

5. Other 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. Rutherfoord, "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"on.

6. Unit wise coverage from Text book(s):

Unit 1	Topics
I	Chapter 1,3
II	Chapter 6,7
III	Chapter 8,9,10
IV	Chapter 13,14
V	Chapter 17
VI	Chapter 18
VII	Chapter 20
VIII	Chapter 23
IX	Chapter 24
X	Chapter 25

Suggested Assignments for Continuous Evaluation Component:

- Group Discussion Sessions
- Mock Interviews
- Write their own Resume
- Assignment on Report Writing, Letter Writing and Memo Writing
- Assignment on English Grammar

7. 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.