

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Integrated MCA

Year – 1 (Semester – I) (W.E.F. JULY 2018)

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

**Subject Code: 2618605**

### Learning Objectives:

- Development of verbal and written communication skills
- Development of skills necessary for facing job interviews and group communication
- Learning techniques for effective technical writing
- Improved vocabulary

**Course Contents: [] indicates # of lectures +Student Activity**

Sr. No.	Course Content	Weightage Percentage
1	<b>Basics of Technical Communication</b> Introduction to the Basics of Technical Communication, Objectives and Characteristics of Technical Communication, Process of Communication, Levels of Communication, Flow of Communication, Communication Networks, Visual Aids in Technical Communication	10%
2	<b>Effective Presentation strategies, Interviews and Group Communication</b>  <b>Effective Presentation strategies :</b> Introduction, Planning, Outlining and Structuring, Nuances of Delivery, Controlling Nervousness and Stage Fright, Visual Aids in Presentations  <b>Interviews:</b> Introduction to Interviews, Objectives of Interviews, Types of Interviews, Job Interviews, Media Interviews, Press Conferences  <b>Group Communications:</b> Introduction to Group Communication, 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	30%

3	<p><b>Letters, Memos, Emails, Reports</b></p> <p><b>Letters, Memos, Emails:</b> Introduction to Letters, Memos and Emails, Letter Writing, Business Letters, Cover Letters, Resumes, Memos, Emails, Introduction to Reports, Characteristics of a Report, Categories of Reports, Formats</p> <p><b>Reports:</b> Prewriting, Structure of Reports, Types of Reports, Writing the Report, Introduction to Research Paper and Dissertation, Characteristics and Components of a Research Paper, Dissertation</p>	30%
4	<p><b>Introduction to Modern Communication Media</b> Introduction to Modern Communication Media, 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</p>	15%
5	<p><b>Vocabulary</b> 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, Confusable, One-Word Substitutes, Homonyms, Homophones, Eponyms, Phrasal Verbs, Common Errors in English</p>	15%

#### Text Books:

1. Meenakshi Raman & Sangeeta Sharma, "Technical Communication–Principles and Practice", 2<sup>ND</sup> Edition, Oxford University Press, 2011.

#### Reference Books:

1. Herta A Murphy, Herbert W. Hilderbrandt, Jane P Thomas, "Effective Business Communication" 7<sup>th</sup> Edition, Tata McGraw Hill Publication
2. Meenakshi Raman & Prakash Singh, "Business Communication" Oxford University Press
3. Aruna Koneru, "Professional Communication", McGrawHill Publication
4. C S Raydu, "Communication", Himalaya Publishing House
5. Hedwig Lewis, "Body Language", Response Books
6. Ashraf Rizvi, "Effective Technical Communication", TMGH Publication
7. Andrea J. Rutherford, "Basic Communication Skills for Technology", Pearson Education
8. Leena Sen, "Communication Skills", PHI
9. Wren & Martin, "High School English Grammar and Composition"

#### Chapter wise Coverage from Textbook(s):

Unit #	Chapters
Unit 1	Chap. : 3
Unit 2	Chap. : 8, 9, 10
Unit 3	Chap. : 17, 18, 20
Unit 4	Chap. : 23

**Suggested MOOC Courses:**

- <https://www.edx.org/course/subject/communication>
- <https://www.edx.org/course/communication-skills-and-teamwork>
- <https://www.edx.org/course/business-communications-ubcx-bus2x>

**Suggested Workshops /Skill Labs:**

- Group Discussion
- Mock Interviews
- Job Application &Resume Building
- Report Writing & Memo Writing

**Suggested Topics for Evaluation:**

<b>1</b>	Group Discussion
<b>2</b>	Write an essay on any current affairs (occurred in last 3 months) in Max 400 words.
<b>3</b>	Write current incident report (100 words)
<b>4</b>	<p>Group Presentations (Team size 3 Max) Topics (Select any topics from below areas) and upload on you tube</p> <ul style="list-style-type: none"> <li>- Block Chain</li> <li>- Internet of Things (IoT)</li> <li>- Virtual Reality &amp; Augmented Reality</li> <li>- Backdoors</li> <li>- Social Medias</li> <li>- Digital Marketing</li> <li>- 3D Printing</li> <li>- 5G Technology</li> <li>- Graphical Password</li> <li>- Smart sensors</li> <li>- Artificial Passengers</li> <li>- Nano Material</li> </ul>
<b>5</b>	<p>Memo:</p> <ul style="list-style-type: none"> <li>- Memo for unable to complete a given task.</li> <li>- Memo for irregularity in attendance.</li> <li>- Memo for misbehavior.</li> <li>- Memo for late coming.</li> </ul> <p>Letters</p> <ul style="list-style-type: none"> <li>- Letter of appreciation for regular attendance</li> <li>- Letter to apply for a leave.</li> <li>- Letter to apply for a vacation.</li> </ul>

	<ul style="list-style-type: none"> <li>- Apology letter for all above memo's.</li> <li>- Letter to apply for promotion.</li> <li>- Letter to ask for a duplicate copy of your mark sheet.</li> </ul> <p>Emails</p> <ul style="list-style-type: none"> <li>- Email to apply for an interview.</li> <li>- Email for emergency leave.</li> <li>- Email for emergency medical leave.</li> <li>- Email to ask permission from your professor to mentioning their name as a reference in your resume.</li> </ul>
<b>6</b>	Resume Building
<b>7</b>	Vocabulary: Learn new words (Min 200 words) along with its meaning, synonyms, antonyms and frame a statements using it.
<b>8</b>	Extempore
<b>9</b>	Give few key words and make story from it.
<b>10</b>	After watching short video ask students to speak on it for two minutes.

**Accomplishments of the student after completing the course:**

- Build good body language and communication skills while making presentations in a classroom, or boardroom.
- Prepared to face job interviews
- Would be better equipped in writing letters, technical reports etc.