

GUJARAT TECHNOLOGICAL UNIVERSITY

Effective Technical Communication

SUBJECT CODE: 2910004

1st Semester

Type of course: Communication and ethics

Prerequisite: Zeal to learn the subject

Rationale: The rationale of the curriculum is to help students learn technical communication along with necessary moral and ethical dimensions of engineering.

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE Viva (V)	PA (I)	
2	0	2	3	70	30	30	20	150

Contents:

Sr. No.	Topics	Teaching Hours	Module Weightage
1	Dynamics of Communication: Definition and process Cross-cultural communication Kinesics Proxemics Paralinguistic features	06	20%
2	Technical Writing: (application based evaluation) Report writing Project proposal Brochures Technical articles Technical Description Instructions and User's Manuals Minutes of Meeting Resume Writing	08	25%
3	Technical Communication: Public speaking Oral presentation Presentation aids	06	20%
4	Ethics: Engineering ethics(moral issues, moral dilemmas, moral autonomy, professions and professionalism, professional ideals) Roles and responsibilities of an engineer	04	12%
5	Etiquettes: Etiquettes in social and office setting Telephone etiquettes Work culture	03	10%
6	Self-development and assessment: (practical)	05	13%

	assessment only) SWOT analysis Importance of self-confidence and self-esteem Perception and attitudes Factors influencing attitude Time management Conflict resolution Creativity		
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Distribution of Theory Marks					
Remember	Understand	Analysis	Application	Evaluation	Creativity
05	05	15	15	15	15

Language Laboratory Activities:

Sr. No.	Practical/ Exercise	Apprx. Hours required
1	Group Discussion	04
2	Mock Interview	04
3	Presentations	04
4	Letter writing: Formal	02
5	Report writing	02
6	Conducting meeting and minutes of meeting	04
7	Role Play	04
8	Case study- Professional ethics	02
9	Case study- Self-development and assessment	02
10	Book Review(Preferably related to self-development)	02
11	Practical assessment	02

Suggested books for review:

1. You Can Win by Shiv Khera
2. How to Win Friends and Influence People by Dale Carnegie
3. Getting Things Done: The Art of Stress Free Productivity by David Allen
4. Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain
5. The Alchemist by Paulo Coelho
6. The 7 Habits of Highly Effective People by Stephen Covey
7. What to Say When You Talk to Yourself by Dr. Shad Helmstetter
8. The Big Leap by Gay Hendricks

9. Thinking Fast and Slow by Daniel Kahneman

10. The Art of Thinking Clearly by Ralf Dobelli

Reference Books:

1. Raman Sharma, Technical Communications, Oxford Publication, London, 2004.
2. Govindrajan M, Natarajan S and Senthilkumar, V S, Professional Ethics and Human Values, PHI Learning, New Delhi, 2013
3. Gerson S J and Steven G, Technical Writing: Process and Product, Pearson. Delhi, 2006
4. Jeff Butterfield, Soft Skills for Everyone, Cengage. Delhi, 2010
5. Mike Martin and Roland Schinzinger, Ethics in Engineering, McGraw Hill, New York, 2005
6. Dale Jungk, Applied Writing for Technicians, McGraw Hill, New York, 2004.
7. Sharma, R. and Mohan, K. Business Correspondence and Report Writing, TMH New Delhi 2002.
8. David F. Beer and David McMurrey, Guide to writing as an Engineer, John Willey. New York, 2004
9. Diane Hacker, Pocket Style Manual, Bedford Publication, New York, 2003
10. Xebec, Presentation Book, TMH New Delhi, 2000

Course Outcomes:

- Learn technical communication
- Acquire knowledge of ethical and moral aspects of engineering