

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTERS IN COMPUTER APPLICATION (Integrated MCA)

Year – I (Semester – II) (W.E.F. JAN 2014)

Subject Name: Communication Skills – II (CS-II)

Subject Code: (4420604)

### 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 + tutorials

Sr. No.	Course Content	No. of Sessions
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	[4+0]
2	<b>Interviews and Group Communication</b> Introduction to Interviews, Objectives of Interviews, Types of Interviews, Job Interviews, Media Interviews, Press Conferences, 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	[12+4]
3	<b>Letters, Memos, Emails, Reports, Research Paper and Dissertation</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, Prewriting, Structure of Reports, Types of Reports, Writing the Report, Introduction to Research Paper and Dissertation, Characteristics and Components of a Research Paper, Dissertation	[12+4]
4	<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	[5+1]

5	<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, Confusables, One-Word Substitutes, Homonyms, Homophones, Eponyms, Phrasal Verbs, Common Errors in English	<b>[4+2]</b>
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**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”, McGraw Hill 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	Chp. : 3
Unit 2	Chp. : 9, 10
Unit 3	Chp. : 17, 18, 20
Unit 4	Chp. : 23
Unit 5	Chp. : 24

**Workshops / Skill Labs to be Conducted for:**

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

**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.