

**Kadi Sarva Vishwavidyalaya, Gandhinagar****MASTERS OF COMPUTER APPLICATION (MCA)****Semester – I (First Year)****Subject: MCA-106 – Communication skills (CS)**

SUB Total CREDIT	<u>Teaching scheme</u>		<u>Examination scheme</u>				Total Marks
	(per week)		MID	CEC	External		
	Th.	Pr.	Th.	Th.	Th.	Pr.	
3	3	--	25	25	50	0	100

**Course Description:** 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.

**Objectives:**

1. To hone basic Communication Skills (LSRW) of the students by exposing them to the key communication techniques, and thereby
2. To increase the student's understanding of his or her own communication behavior.
3. To increase the student's understanding of others communication behaviors.
4. To sharpen Communication Skills of the students with reference to Organizational Structure,
5. To expose them to the modern modes of communication,
6. To improve the student's communication skills in both social and professional contexts.
7. To improve the student's ability to demonstrate effective conflict resolution skills.

**Learning Outcomes:**

1. At the end of the Course, a student will be able to express himself and to participate in the classroom discussions and other such academic or academic support activities.
2. The student will also be able to comprehend whatever he/she receives from Informal Interactions with the family, teachers and friends; and from Formal Communications taking Place in Lectures, Laboratories and the like.
3. In general, the students will develop the ability to communicate effectively using suitable styles and techniques.

**Prerequisites:** Working Basic Knowledge of English Language

**Course Contents:**

**UNIT – I: Principles of Communication** [20%]

Nature and Scope of Communication: Introduction and Importance of Communication, Basic of Communication, Function of Communication, Communication Basics, Communication Network, Communication Barriers

Non-verbal Communication: Significance of Non V-verbal Communication, Forms of Non-verbal Communication, Kinesics, Facial Expression, Posture, Oculesics, Appearance and Artefacts

Technology Enabled Communication: Technology based Communication Tools, Positive Impact of Technology Enabled Communication, Negative Impact of Technology Enabled Communication, Effectiveness in Technology based Communication

**UNIT – II: Language Skills for Effective Communication** [20%]

Verbs and Subjects, Tenses, Use of Preposition and Conjunctions. Punctuation and Capitalization.

**UNIT – III: Oral Communication Skills** [20%]

Business Presentations & Public Speaking: Planning-Structuring-Delivery of Presentations, Introduction-Main Body- Conclusion of Presentations, Controlling Nervousness and Stage Fright

Conversations: Importance of Conversations, Essentials of Conversations, Non-verbal Cues in Conversations

Interviews: General Preparation for an Interview, Success in an Interview, Types of Interviewing Questions, Important Non-verbal aspects, Types of Interview.

Meetings: Purpose of Meeting, Planning a Meeting, Meeting Process, Leading Effective Meetings, Evaluating Meetings, Minutes Negative Impact of Technology Enabled Communication, Effectiveness in Technology based Communication

**UNIT – IV: Business Writing & Resume Building** [20%]

Business Writing: Importance of Written Business Communication, Direct and indirect Approaches to Business Message, Five Main Stages of Writing Business Messages.

Business Correspondence: Basic Principles, Common Components of Business Letters, Strategies for Writing Body of a Business, letters, Kinds of Business Letters, Writing Effective Memorandums.

Instructions (Notice): Written Instructions, Format Instructions, Product Instructions

Resumes: Resume Formats, Traditional-Electronic-Video Resumes, Sending Resumes, Follow-Up letters.

**UNIT – V Technical & Research Writing** [20%]

Technical Writing: Audience Recognition/ Analysis, Language, Elements of Style, Techniques for good technical writing

Reports: Characteristics of a Report, Categories of Reports, Formats, Prewriting, Structure of Reports (Manuscript format), Types of Reports, Writing the Report

Proposals: Purpose, Types, Characteristics, Structure, Style and Appearance, Evaluation of Proposals

Research Paper, Dissertation & Thesis: Characteristics and Components of Research paper, Features-Action plan-structure of Dissertation, Thesis outline-organization-timetable-Iteration-Style-Presentation

**Text Books(s):**

1. Business Communication, 2<sup>nd</sup> Edition, Meenakshi Raman, Prakash Singh, OXFORD
2. Technical Communication – Principles and Practice, 2<sup>nd</sup> Edition, Meenakshi Raman, Sangeeta Sharma, OXFORD

**Reference Books:**

1. Technical Communication – A Practical Approach, 6<sup>th</sup> Edition, William Sanborn Pfeiffer & T V S Padmaja, PERSON
2. Communication Skills for Engineers and Scientists, Sangeeta Sharma & Vinod Mishra, PHI
3. Effective Technical Communication, M Ashraf Rizvi, Tata McGRAW HILL

**List of Possible Assignments:**

**1. Write a personal essay and or resume or statement of purpose which may include:**

- Who am I (family background, past achievements, past activities of significance)
- Strength and weakness (how to tackle them) (SWOT analysis)
- Personal Short-term Goals, long-term goals and action plan to achieve them
- Self-assessment on soft-skills

**2. Student could review and present to a group from the following ideas**

- Book review
- Biographical Sketch
- Any topic such as an inspirational story/personal values/beliefs/current topic
- Ethics and etiquettes and social responsibilities as professional.

**3. Student will present to a group from the following ideas**

- Multimedia based oral presentation on any topic of choice (Business/Technical)
- Public speaking exercise in the form of debate or elocution on any topic of Choice

**4. Student will undergo two activities related to verbal/non-verbal skills from Following**

- Appearing for mock personal interviews
- Participating in group discussion on current affairs/Social Issue/ethics and etiquettes
- Participating in games, role-playing exercises to highlight nonverbal skills.

**5. Student will submit one technical document from the following:**

- Project proposal
- Product brochure
- Literature survey on any one topic
- User Manual
- Technical Help

**6. Student will submit one business document from the following**

- A representative official correspondence
- Minutes of meeting
- Work progress report

**7. Students will participate in one or two activities from following:**

- Team games for team building
- Situational games for role playing as leaders, members
- Organizing mock events
- Conducting meetings

**8. Faculty may arrange one or more sessions from following:**

- Yoga and mediation
- Stress management, relaxation exercises and fitness exercises
- Time management and personal planning sessions
- Improving memory skills
- Improving leadership skills
- Improving English conversation skills
- Reading comprehension skills & notes taking skills

**9. Students' own SWOT Analysis**