



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Computer Applications

Level: Under Graduate

Course / Subject Code: BC01001071

Course / Subject Name: Communication Skills

w. e. f. Academic Year:	June-2024
Semester:	1
Category of the Course:	Ability Enhancement Courses (AEC)

Prerequisite:	Motivation to learn
Rationale:	<p>In today's interconnected world, effective communication skills are vital for success in both personal and professional spheres. Whether it's conveying ideas, building relationships, or resolving conflicts, communicating clearly, confidently, and empathetically is paramount.</p> <p>Communication Skills are considered one of the most important skills in the 21st century.</p> <p>Therefore, a communication skills course is beneficial and essential in equipping individuals with the tools they need to navigate various social and professional situations.</p>

Course Outcome:

After completion of the course, students will be able to:

No	Course Outcomes	RBT Level
01	Communicate effectively orally and in writing	R, U
02	Develop skills necessary for facing job interviews and group communication	R, U, A
03	Write letters, emails, and reports	U, A
04	Understand the effectiveness of technology-based communication	R, U
05	Understand the basics of vocabulary and English grammar	R, U

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	70	30	-	-	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
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1.	Basics of Technical Communication 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	10
2.	Effective Presentation strategies, Interviews, and Group Communication Effective Presentation strategies: Introduction, Planning, Outlining and Structuring, Nuances of Delivery, Controlling Nervousness and Stage Fright, Visual Aids in Presentations Interviews: Introduction to Interviews, Objectives of Interviews, Types of Interviews, Job Interviews, Media Interviews, Press Conferences Group Communications: 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	8	30
3.	Letters, Memos, Emails, Reports Letters, Memos, Emails: 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 Reports: Prewriting, Structure of Reports, Types of Reports, Writing the Report, Structure of software project report	8	30
4.	Introduction to Modern Communication Media: 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	4	15
5.	Vocabulary: 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	4	15
	Total	28	100



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
50	50	-	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Meenakshi Raman & Sangeeta Sharma, "Technical Communication–Principles and Practice" 3rd Edition, Oxford University Press, 2015.
2. Herta A Murphy, Herbert W. Hilderbrandt, Jane P Thomas, "Effective Business Communication" 7th Edition, Tata McGraw Hill Publication
3. Meenakshi Raman & Prakash Singh, "Business Communication" Oxford University Press
4. Aruna Koneru, "Professional Communication" McGraw-Hill Publication
5. C S Raydu, "Communication" Himalaya Publishing House
6. Hedwig Lewis, "Body Language", Response Books
7. Ashraf Rizvi, "Effective Technical Communication" TMGH Publication
8. Andrea J. Rutherford, "Basic Communication Skills for Technology" Pearson Education
9. LeenaSen, "Communication Skills" PHI
10. Wren & Martin, "High School English Grammar and Composition".....

Suggested Activities for Students:

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

CO- PO Mapping:

Semester 1	Communication Skills										
	POs										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	-	-	-	-	-	2	-	3	-	-
CO2	-	-	-	-	-	-	2	-	3	-	-
CO3	-	-	-	-	-	-	2	-	3	-	-
CO4	-	-	-	-	-	-	2	-	3	-	-
CO5	-	-	-	-	-	-	2	-	3	-	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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