

Uka Tarsadia University



B.Com

(Computer Applications)

AECC 2 PROFESSIONAL COMMUNICATION

(030100221)

2nd Semester

EFFECTIVE FROM JULY-2015

Uka Tarsadia University

Version 1.01

SEMESTER-II AECC 2 PROFESSIONAL COMMUNICATION 030100221

Credits: 2: Theory

Contact Hours Per week: 2: Theory

Objective of the Course:

To develop communication and employability skills of the students to face the present competitive world

Student Learning Outcomes/Objectives:

To have practical exposure to the basic Language techniques in Professional environment and develop skills of listening reading writing and speaking

Instructional Methods and Pedagogy:

Faculty members shall explain in a class room using black board and multimedia projector through PowerPoint presentation. Lectures /discussion method shall be fruitful. It should be supplemented with various appropriate audio-visual aids in Lab for skills practicing.

Outline of the Course:-

No.	Unit	Minimum No. of Contact Hours	Approx. Weight age %
1	COMMUNICATION SKILLS	06	25
2	LISTENING SKILLS	04	10
3	READING SKILLS	05	15
4	SPEAKING SKILLS -EFFECTIVE PRESENTATION	05	15
5	GRAMMAR	03	10
6	WRITING SKILLS - PARAGRAPH DEVELOPMENT REPORT & LETTER WRITING, JOB APPLICATION.	07	25
	Total	30	100

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BCOM (Computer applications) Sem II	AECC 2 PROFESSIONAL COMMUNICATION (030100221) (Theory)	Hrs/ week 2
	Section I	
Sr. No.	Topic	2 Credits Hours
	Unit- I	6
1	COMMUNICATION SKILLS <ul style="list-style-type: none"> • Process of communication. • Types of communication. • Levels of communication. • Technical and General communication. • Verbal and non-Verbal communication, Components of Non-Verbal communication (Kinesics). • Barriers to effective communication (Noise in oral and written communication) communication across cultures. 	
	Unit- II	4
2.	LISTENING SKILLS. <ul style="list-style-type: none"> • Types of Listening. • Active Listening V/s Passive Listening. • Traits of a good listener. • Barriers in effective listening. • Tips for effective listening. 	
	Unit- III	5
3.	READING SKILLS <ul style="list-style-type: none"> • Purpose of reading. • Techniques of Reading - Skimming and Scanning. • Reason of poor comprehension • Tips for improving comprehension skills. 	
	Section II	
	Unit- IV	5

4.	SPEAKING SKILLS -EFFECTIVE PRESENTATION <ul style="list-style-type: none"> Defining purpose. Analysis of audience and locating, organizing contents. Preparing an outline of the presentation. Visual aids, nuances of delivery. Body language and effective presentation. Importance of nonverbal aspects in presentation 	
	Unit- V	3
5.	GRAMMAR <ul style="list-style-type: none"> Tense and the Concept of Time. Active and Passive Voice. Articles and Omission of Articles. Prepositions and Idioms. Confusable – Homophones, Homonyms and Eponyms. 	
	Unit- VI	7
6.	WRITING SKILLS PARAGRAPH DEVELOPMENTS, REPORT AND LETTER WRITING, JOB APPLICATION: <ul style="list-style-type: none"> Introduction of Paragraph Development, Topic sentence and supporting sentences. Attributes of a good paragraph. Types of paragraphs. Introduction, types of reports, structure of reports, objectives and characteristics of reports. Business Letters, Structure and types of a business letter, Letter of Inquiry, Letters of complaint, regret and adjustment. The 'resume'. Types of 'resumes' (Curriculum Vitae) Chronological 'resume', functional 'resume'. 	

Text Book

Meenakshi Raman & Sangeeta Sharma-Technical Communication – Principles and Practice-(Oxford University Press)

Reference Books

1. Sunita Mishra, C, Murali Krishna- Communication Skills for Engineers- Pearson Education)
2. K.R. Lakshminarayanan- English for Technical Communication (Scitech Publications Chennai.)
3. Dr. P.C. Shejwalkar- Basics of Management and Communication Skills (Everest Publishing House)
4. Harold Wallace and Ann Masters,- Personality Development- Cengage Publishers.
5. Andrea J. Rutherford- Basic Communication Skills for Technology-(Pearson Education)
6. A Textbook of English for Engineers and Technologists- Prepared by Humanities & Social Sciences Division-Anna University, Chennai. (Orient Longman)
7. M Ashraf Rizvi – Effective Technical Communication –(The McGraw-hill Companies