

Bachelor of Computer Applications

Semester - 1

030010113: AECC1 Professional Communication

Course Objective: To develop communication and employability skills of the students and provide exposure to basic language techniques of listening, speaking, reading and writing.

Course Outcomes: Upon completion of the course, the student shall be able to

- C01:** Develop Understanding of the concept of communication and process of communication as well as identify barriers to communication and know the ways to overcome those barriers.
- C02:** Enhance listening skills by knowing various types of listening and traits of good listening.
- C03:** Identify different reading strategies and develop reading methods requires for different types of texts.
- C04:** Plan and structure the content of presentation, to make effective PPT and develop the importance of body language in effective presentation.
- C05:** Enrich their vocabulary by learning homonyms, homophones, idioms, and phrase as well be able to frame correct sentence structure with the help of tenses and voice.
- C06:** Develop skill of technical writing as well as implement that knowledge to prepare paragraph, report, letter and Resume

Lesson Planning

| Unit | Sub Unit | No. of Lecture(s) | Topics | Reference Chapter/Additional Reading | Teaching Methodology to be used | Evaluation Parameters |
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| Unit 1 : COMMUNICATION SKILLS | | | | | | |
| 1 | 1.1 | 1 | Process of communication, Types (MODES)of communication, levels of communication | MS#16,47,48 | Power Point Presentation Discussion | |
| 1 | 1.2 | 1 | Concept, difference - Technical and General communication | MS#26, 46 | Power Point Presentation / Chalk and Talk | |
| 1 | 1.3 | 1 | Verbal and non-Verbal communication, Components of Non-Verbal communication (Kinesics) | MS#18, | Power Point Presentation Demonstration (Activities) | |
| 1 | 1.4 | 1 | Barriers to effective communication (Noise in oral and written communication) communication across cultures | MS#29-42 | Power Point Presentation Demonstration (Activities) | |
| Unit 2: LISTENING SKILLS | | | | | | |
| 2 | 2.1 | 1 | Reasons of poor Listening, Types of Listening Active Listening V/s Passive Listening | MS#76, 82,85 | Power Point Presentation Chalk and Talk | |
| 2 | 2.2 | 1 | Traits of a good listener and | MS#79,84 | Chalk and Talk | |

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| | | | Tips for improving listening | | | |
| 2 | 2.3 | 1 | Barriers in effective listening | MS#87 | Power Point Presentation | |
| | | | | | | Open Book |
| Unit 3 : READING SKILLS | | | | | | |
| 3 | 3.1 | 1 | Purpose of reading and Reason of poor comprehension | MS#259,283 | Chalk and Talk | |
| 3 | 3.2 | 1 | Techniques of Reading - Skimming and Scanning | MS#287 | Chalk and Talk | |
| 3 | 3.3 | 1 | Tips for improving comprehension skills | MS#286 | Chalk and Talk & Demonstration | |
| | | | | | | S C P Assignment |
| Unit 4 : SPEAKING SKILLS -EFFECTIVE PRESENTATION | | | | | | |
| 4 | 4.1 | 1 | Defining purpose, Analysis of audience and locating, organizing contents, Preparing an outline of presentation | MS#156 | Chalk and Talk | |
| 4 | 4.2 | 1 | Visual aids, nuances of delivery | MS#164,173 | Demonstration | |
| 4 | 4.3 | 1 | Body language and effective presentation | MS#170 | Chalk and Talk & Demonstration | |
| 4 | 4.4 | 1 | Importance of nonverbal aspects in presentation | MS#170 | Chalk and Talk Demonstration | Unit test |
| Unit 5: GRAMMAR | | | | | | |
| 5 | 5.1 | 1 | Tense and the Concept of Time, Active and Passive Voice, Articles and Omission of Articles | MS#633-657 | Chalk and Talk | |
| 5 | 5.2 | 1 | Prepositions and Idioms Confusable – Homophones, Homonyms and Eponyms | MS#633-657 | Chalk and Talk | |
| | | | | | | Quiz |
| Unit 6: WRITING SKILLS | | | | | | |
| 6 | 6.1 | 2 | Introduction of Paragraph Development, Topic sentence and supporting sentences. Attributes of a good paragraph. Types of paragraphs | MS#353-370 | Chalk and Talk & Discussion | |
| 6 | 6.2 | 2 | Introduction, types of reports, structure of reports, objectives and characteristics of reports | MS#467-502 | Chalk and Talk & Discussion | |
| 6 | 6.3 | 2 | Business Letters, Structure and types of a business letter, Letter of Inquiry, Letters of complaint, regret and adjustment | MS#392 | Chalk and Talk & Discussion | |

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| 6 | 6.4 | 2 | The 'resume'. Types of 'resumes' (Curriculum Vitae) Chronological 'resume', functional 'resume' | MS#431 | Chalk and Talk & Discussion | Unit Test |
| | TOTAL HOURS | 24 | | | | Internal Exam |

Text Book :

1. Meenakshi Raman & Sangeeta Sharma-Technical Communication – Principles and Practice- (Oxford University Press) [MS]

Reference Books

1. Sunita Mishra, C, Murali Krishna- Communication Skills for Engineers- Pearson education) [SM]
2. K.R. Lakshminarayanan- English for Technical Communication (Scitech Publications Chennai) [KR]
3. Dr. P.C. Shejwalkar- Basics of Management and Communication Skills (Everest Publishing House) [PC]
4. Harold Wallace and Ann Masters,- Personality Development- Cengage Publishers [HA]
5. Andrea J. Rutherford- Basic Communication Skills for Technology-(Pearson Education) [AR]
6. A Textbook of English for Engineers and Technologists- Prepared by Humanities & Social Sciences Division-Anna University, Chennai. (Orient Longman) [HS]