

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 create effective PPT and develop the importance of body language in effective presentation.
- C05:** Enrich the students' vocabulary by learning homonyms, homophones, idioms, and phrase as will 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
Unit 1 : COMMUNICATION SKILLS						
1	1.1	1	Process of communication, Types (MODES)of communication,	MS#16,47	Power Point Presentation Discussion	
1	1.2	1	Levels of communication Concept, Difference - Technical and General communication	MS#48,26, 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 Tips for improving	MS#79,84	Chalk and Talk	

			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	
6	6.4	2	The 'resume'. Types of 'resumes' (Curriculum	MS#431	Chalk and Talk & Discussion	

		Vitae)Chronological 'resume', functional 'resume'			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]