

**Uka Tarsadia University**



**BBA**

**AECC 2 PROFESSIONAL COMMUNICATION**

**(030030218)**

**2<sup>nd</sup> Semester**

**EFFECTIVE FROM JULY-2015**

# Uka Tarsadia University

Version 1.01

## SEMESTER-II PROFESSIONAL COMMUNICATION

**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
	<b>Total</b>	<b>30</b>	<b>100</b>

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BBA Sem II	<b>AECC 2 PROFESSIONAL COMMUNICATION (030030218) (Theory)</b>	Hrs/ week 2
	<b>Section I</b>	
<b>Sr. No.</b>	<b>Topic</b>	<b>2 Credits Hours</b>
	<b>Unit- I</b>	<b>6</b>
1	<b>COMMUNICATION SKILLS</b> <ul style="list-style-type: none"> <li>• Process of communication.</li> <li>• Types of communication.</li> <li>• Levels of communication.</li> <li>• Technical and General communication.</li> <li>• Verbal and non-Verbal communication, Components of Non-Verbal communication (Kinesics).</li> <li>• Barriers to effective communication (Noise in oral and written communication) communication across cultures.</li> </ul>	
	<b>Unit- II</b>	<b>4</b>
2.	<b>LISTENING SKILLS.</b> <ul style="list-style-type: none"> <li>• Types of Listening.</li> <li>• Active Listening V/s Passive Listening.</li> <li>• Traits of a good listener.</li> <li>• Barriers in effective listening.</li> <li>• Tips for effective listening.</li> </ul>	
	<b>Unit- III</b>	<b>5</b>
3.	<b>READING SKILLS</b> <ul style="list-style-type: none"> <li>• Purpose of reading.</li> <li>• Techniques of Reading - Skimming and Scanning.</li> <li>• Reason of poor comprehension</li> <li>• Tips for improving comprehension skills.</li> </ul>	
	<b>Section II</b>	
	<b>Unit- IV</b>	<b>5</b>

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

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## 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