Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for B. Tech in Electronics & Communication Engineering
(Applicable from the academic session 2018-2019)

MC-HU501	Effective Technical Communication	0L:0T:3P	0 credits

COURSE OBJECTIVES:

- Build confidence in listening, speaking, reading and writing English professionally.
- Enable the students to think and speak effectively on everyday topics, including topics related to technical concepts
- Equip students with the basics of Academic writing
- Developing industry-ready attitude towards professional communication.
- Prepare for competitive exams like TOEFL, IELTS

The classes need to be taken in ICT enabled classrooms, as well as in the Language lab.

Module-I:

Conversational Skills(6hours)

1. General Conversation
   - **Warm-up sessions**

     Basics of Communication, verbal and non-verbal communication how to

     be a good speaker, effective body language.

     Practice sessions on:

   ✓ Introducing oneself
   ✓ Debates on topics like Is India really developing, Indian culture VS western culture, whether robots will overtake humans one day.
   ✓ Just a Minute Sessions (JAMS)
   ✓ Situational Dialogues and Role play : where students can enact everyday situations in their personal and professional lives

Module-II: (6hours)

Intensive Practice Sessions

2.1 **Group Discussion** on topics like dangers of social media, is internet killing the print media, *Artificial Intelligence, IOT, Cloud Computing, Cyber security*

Module-III:

3.1 Organisational Writing(4 hours)

- Job application letter and CV writing
- E-Mail writing

3.2 Academic Writing(8 hours)

- ***Techniques for good Technical Writing: Academic Writing and Thesis writing***
- Avoiding plagiarism
- Project Proposal
- Statement of Purpose
- Journal Articles

Module-IV: (6 hours)

4.1 Principles and practices of Personal Interview: (Practice sessions)
- Do's and Don'ts of facing an interview.
- SWOC Analysis
- Rigorous practices of mock-interviews

Module-V:

Presentations(4 hours)

- Fundamentals of presentation skills
- Presentation sessions on Technical topics

Module-VI:(6hours)

Preparation for T.O.E.F.L. and IELTS (Guidance and Practice sessions)

References:

1. Technical Communication: Principles and Practice, Meenakshi Raman and Sangeeta Sharma, Oxford University Press, 2015
2. Thesis Writing: A Manual for Researches , F. Abdul Rahim, New Age International Limited, 1996
3. Professional Presentation, Malcolm Goodale, Cambridge University Press, 2005
4. Academic Writing: a Practical Guide for Students, Stephen Bailey London: Routledge Falmer
5. Barron's TOEFL IBT 2016 Guide(with DVD) Pamela J.Sharpe, New Delhi: Galgotia, 2013.