

Paper Code: BCA 103

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Paper Id: 20103

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Paper: Technical Communication

Pre-requisites: None

Aim : To Understand the correct use of English Language and improve the Communication Skills of the students.

Objectives

- To have basic understanding of the correct use of English Language.
- To improve oral as well as written communication skills.

INSTRUCTIONS TO PAPER SETTERS:

Maximum Marks: 75

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be 12.5 marks.

UNIT-I

Concepts and Fundamentals: Introduction to Technical Communication, meaning of communication, Importance of communication, Communication scope, types, Process of communication, Communication models and theories, Essentials of good communication - The seven Cs of communication, Factors responsible for growing importance of communication, Channels of communication, Verbal and Non-Verbal communication, Formal and Informal communication, Barriers of, and aids to communication.[T1, T2, T3, T4]

[No. of Hrs: 11]

UNIT-II

Written Communication: Objectives of written communication, Media of written communication, Merits and demerits of written communication, Planning and preparing of effective business messages. Persuasive writing.

Overview of Technical Research and Report Writing : Definition and Nature of Technical Writing, Properties/features and process of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing, The Role of Technical Writing, The Wholistic Guide of Technical Writing, End-products of Technical Writing. Writing Proposals.

Writing Letters: Business letters, Office memorandum, Good news and bad news letters, Persuasive letters, Sales letters, Letter styles/ layout.

Report Writing: Meaning & Definition, Types of report (Business report & Academic report), Format of report, Drafting the report, Layout of the report, Essential requirement of good report writing.

Job Application: Types of application, Form & Content of an application, drafting the application, Preparation of resume. [T1,T2,T3,]

[No. of Hrs: 11]

UNIT-III

Oral Communication: Principles of effective oral communication, Media of oral communication, Advantages of oral communication, Disadvantages of oral communication, Styles of oral communication.

Note : A Minimum of 40 Lectures is mandatory for each course.

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Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential Features, Structure, Guidelines for Interviewer, Guidelines for interviewee.

Meetings: Definition, Kind of meetings, Advantages and disadvantages of meetings/committees, Planning and organization of meetings.

Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation).

Listening Skills: Good listening for improved communications, Art of listening, Meaning, nature, process, types and importance of listening, Principles of good listening, Barriers in listening

Negotiation Skills : Definition of negotiation, Factors that can influence negotiation, what skills do we need to negotiate, Negotiation process (preparation, proposals, discussions, bargaining, agreement, implementation).

Strategies to, improve oral, presentation, speaking and listening skills. [T1,T2, T3,T4]

[No. of Hrs: 11]

UNIT-IV

Soft Skills: Non Verbal communication- kinesics & Proxemics, parlanguage, interpersonal skills, Corporate communication skills - Business Etiquettes [T1,T2,T4]

Language Skills: Improving command in English, improving vocabulary, choice of words, Common problems with verbs, adjectives, adverbs, pronouns, tenses, conjunctions, punctuations, prefix, suffix, idiomatic use of prepositions. Sentences and paragraph construction, improve spellings, introduction to Business English. [T3, R1, R3]

[No. of Hrs: 11]

TEXTBOOKS:

[T1] Kavita Tyagi and Padma Misra , “Advanced Technical Communication”, PHI, 2011

[T2] P.D.Chaturvedi and Mukesh Chaturvedi, “Business Communication – Concepts, Cases and Applications”, Pearson, second edition.

[T3] Rayudu, “C.S- Communication”, Himalaya Publishing House, 1994.

[T4] Asha Kaul , “Business Communication”, PHI, second edition.

REFERENCES:

[R1] Raymond Murphy, “Essential English Grammar- A self study reference and practice book for elementary students of English” , Cambridge University Press, second edition.

[R2] Manalo, E. & Fermin, V. (2007). Technical and Report Writing. ECC Graphics. Quezon City.

[R3] Kavita Tyagi and Padma Misra , “Basic Technical Communication”, PHI, 2011.

[R4] Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas, “Effective Business Communication”, McGraw Hill, seventh edition.

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