

GUJARAT UNIVERSITY

K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) Integrated Degree Course]

Semester-5 [M.Sc. (CA & IT)]

Subject Code: - KS_C_FC-352

Subject Name: - Technical Communication

Course Credit: - 2

Objective:

The course syllabus is designed to acquaint the students with the basic technicality of communication. This will enable the student to get to know the difference between technical writing & general writing as well as it will enhance their communicational skills.

Unit No.	Course Content	Weight-age (%)
1	Introduction to Technical Communication :-Need for and importance of communication, Features of technical communication, Difference between technical writing & general writing, style, history & importance of technical communication(for business, for students)	(20%)
2	Technical Writing Skills: - Meaning& purpose of technical writing, importance & principles of effective writing, Types and techniques of writing, objectives &methods of improving writing skills	(20%)
3	Listening Skills :-Importance, meaning, process, types of listening, methods for improving listening skills Speaking Skills:- Meaning, importance & types of speaking skills, objective of improving speaking skills	(20%)
4	Presentation & Group Discussions: - Planning, outlining & structuring of presentations, Nuances of delivery, use of visual aids & application of Ms power point, group discussions, Precise	(20%)
5	Preparing Resume and Interviews: Resume/CV/Covering letter Interviews: - preparing for types of interview questions, Types of interviews Referencing and styling in research papers	(20%)

Recommended Lecture Scheme: Approximately 30 to 35 hours in a semester

Recommended Practical Scheme: Not Applicable

Assignment: Minimum 5 Assignments should be given.

Main Reference Books:

1. Basic Technical Communication by Kavita Tyagi & Padma Mishra, PHI 2012

Reference Books:

1. Business Communication by Meenakshi Raman & Prakash singh, Oxford 2nd Edition.