



Sarvajanik University
Sarvajanik College of Engineering & Technology,
Surat
Bachelor of Technology (B. Tech.)



B. Tech. Semester I/II

Subject Name: Technical Communication

Subject Code: BTAS10101

Type of course: Humanities and Social Science including Management

Prerequisite: Communication and Soft Skills

Rationale: The rationale of the curriculum is to make students aware about the significance of communication skills in their professional and technical arena.

Teaching and Examination Scheme:

TEACHING SCHEME				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	
2	0	2	3	60	25	15	30	20	150

CA1: Continuous Assessment (assignments/projects/open book tests/closed book tests) **CA2:** Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems **TEE:** Term End Examination **TEP:** Term End Practical Exam (Performance and viva on practical skills learned in course) **CA3:** Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

Content:

Sr. No.	Topics	Teaching Hrs.	Module Weightage
1.	Dynamics of Communication <ul style="list-style-type: none"> • Definition & Process of Communication • Elements of Non-verbal Communication (Chronemics, Proxemics, Heptics) • Cross-Cultural Communication • Barriers of Communication 	6	20%
2.	Listening & Reading Aptitude <ul style="list-style-type: none"> • Difference between Hearing & Listening • Traits of a Good Listener • Reading & Comprehensive Reading • Reading Strategies 	3	10%
3.	Communication for Career-Building <ul style="list-style-type: none"> • Resume & CV, Cover Letter & Letter of Recommendation • Aptitude Test • Group Discussion 	7	25%



Sr. No.	Topics	Teaching Hrs.	Module Weightage
	<ul style="list-style-type: none"> • Interview Skills • Negotiation Skills 		
4.	Effective Presentation Skills <ul style="list-style-type: none"> • Analyzing the Audience and Locale • Organizing the Content • Delivering the Presentation (Kinesics, Paralinguistic) 	4	13%
5.	Professional Etiquettes <ul style="list-style-type: none"> • Etiquettes for small talks • Telephone etiquettes • Respecting privacy • Learning to say NO 	4	12%
6.	Technical Writing <ul style="list-style-type: none"> • Business Letters & E-mail • Report Writing • Statement of Purpose • Technical Proposal • Notice, Agenda, Minutes 	6	20%

Suggested Specification Table of Marks as per Bloom's Taxonomy (Theory/Practical):

% Distribution of Marks					
R Level	U Level	A Level	N Level	E Level	C Level
30	40	30	--	--	--

Legends: R: Remembrance, U: Understanding; A: Application, N: Analyze, E: Evaluate C: Create and above Levels.

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Text Books:

Sr. No.	Title of book /article	Author(s)	Publisher and details like	Year of Publication	Publication Edition

			ISBN		
1.	Technical Communication	Raman M. & Sharma S.	New Delhi: Oxford University Press	2017	2 nd edition
2.	Technical Communication	Raman M. & Sharma S.	New Delhi: Oxford University Press	2009	25 th impression
3.	Communication Skills	Popat P. and Kotadia K.	New Delhi: Pearson Publication.	2016	3 rd impression
4.	Effective Technical Communication	Popat P. and Kotadia K.	New Delhi: Pearson India Education Services Pvt. Ltd.	2020	1 st edition
5.	Technical Communication	Rao P.S., Kumar B.A & Bindu C.H.	Delhi: Cengage Learning India Pvt. Ltd.	2013	2 nd edition
6.	Business Communication Strategies	Monippally M.	New Delhi: Tata McGraw-Hill Education Pvt. Ltd.	2012	—
7.	The Ace of Soft Skills	Ramesh G. & Ramesh M.	Uttar Pradesh: Pearson Education India	2019	—

Course Outcome:

Sr. No.	CO Statement After learning this subject, students will be able to	Marks % weightage
CO-1	Develop awareness and competence in professional communication and understand communication barriers. (R,U-Cognitive Level)	20
CO-2	Employ active listening and reading skills. (R,U,A-Cognitive Level)	10
CO-3	Obtain business writing and speaking skills to succeed in career. (R,U-Cognitive Level)	25
CO-4	Acquire the skills necessary to deliver effective presentation with confidence and impact. (R,U,A-Cognitive Level)	13

Sr. No.	CO Statement After learning this subject, students will be able to	Marks % weightage
CO-5	Synthesize professional etiquettes in the business environment. (R,U,A-Cognitive Level)	12
CO-6	Draft effective written communication with brevity and clarity. (R,U-Cognitive Level)	20

Mapping with POs:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO-1	-	-	-	-	-	3	-	-	3	2	2	2			
CO-2	-	-	-	-	-	2	-	-	2	2	-	2			
CO-3	-	-	-	-	-	3	-	2	3	2	2	2			
CO-4	-	-	-	2	-	3	1	2	3	3	2	1			
CO-5	-	-	-	1	-	3	2	3	3	3	-	2			
CO-6	-	-	-	-	-	1	1	2	3	3	1	2			
Rationale	-	-	-	3	-	15	4	9	17	15	7	11			

Rationale:

Most of CO's are compatible and matching to the derived PO's to several extents. In respective Branch of Engineering, Communication Skill and its application help to express the information to society in meaningful format with writing and reading skills.

LIST OF PRACTICALS:

1. Reading Comprehension
2. Effective Listening
3. Just a Minute
4. Situational Performance
5. Group Discussion
6. Mock Interview
7. Presentation
8. Book-review



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9. Ad-making
10. Translation Activities
11. Picture Description
12. Creative Writing

Major Equipment: Computers

List of Open Source/learning website:

- <https://www.coursera.org/learn/wharton-communication-skills>
It tries to help in understanding communication skill.
- <https://www.coursera.org/specializations/effective-business-communication>
The video helps in Business communication requirement.

List of Open Software: Language Lab Software

