

B. Sc (Information Technology)		Semester – I	
Course Name: Communication Skills		Course Code: USIT105	
Periods per week (1 Period is 50 minutes)		5	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2½	75
	Internal	--	25

Unit	Details	Lectures
I	The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness Understanding Business Communication: Nature and Scope of Communication, Non-verbal Communication, Cross-cultural communication, Technology-enabled Business Communication	12
II	Writing Business Messages and Documents: Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing. Developing Oral Communication Skills for Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews	12
III	Developing Oral Communication Skills for Business: Meetings and Conferences, Group Discussions and Team Presentations, Team Briefing, Understanding Specific Communication Needs: Communication across Functional Areas	12
IV	Understanding Specific Communication Needs: Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication, Business Communication Aids	12
V	Presentation Process: Planning the presentations, executing the presentations, Impressing the audience by performing, Planning stage: Brainstorming, mind maps / concept maps, executing stage: chunking theory, creating outlines, Use of templates. Adding graphics to your presentation: Visual communication, Impress stage: use of font, colour, layout, Importance of practice and performance.	12

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Business Communication	Edited by Meenakshi Raman and Prakash Singh	Oxford University Press	Second	
2.	Professional Communication	Aruna Koneru	Tata McGraw Hill		

3.	Strategies for improving your business communication	Prof. M. S. Rao	Shroff publishers and distributors		2016
4.	Business Communication	Dr. Rishipal and Dr. Jyoti Sheoran	SPD		2014
5.	Graphics for Learning: Proven Guidelines for Planning, Designing, and Evaluating Visuals in Training Materials	Ruth C. Clark, Chopeta Lyons,	Pfeiffer, Wiley		2011
6.	Basic Business Communication: Skills for Empowering the Internet Generation	Lesikar Raymond V and Marie E. Flatley.	Tata McGraw-Hill	10 th	2005
7.	Nonverbal Communication: Notes on the Visual Perception of Human Relations	Ruesh, Jorgen and Weldon Kees	University of California Press		1966
8.	Business Communication Today	Bovee, Courtland L.; Thill, John V.	Pearson Education Ltd.		2015
9.	Communication Skills	Dr. Nageshwar Rao Dr. Rajendra P. Das	Himalaya Publishing House		