



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Computer Applications

Level: Under Graduate

Course / Subject Code : BC02001071

Course / Subject Name : Technical Writing

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Ability Enhancement Courses

## Course Outcome:

After completion of the course, student will able to:

No.	Course Outcomes	RBT Level*
1	Explain the key concepts of communication dynamics, including the processes of kinesics, proxemics, and paralinguistic features, and discuss the significance of interpersonal and intercultural communication in modern organizational settings.	U
2	Apply technical writing skills to create various professional documents, such as reports, proposals, business letters, agendas, minutes of meetings, and resumes, tailoring the format and content to suit specific business and organizational needs.	A
3	Communicate in diverse formal situations taking place in organizations	U
4	Demonstrate and explain social and professional etiquettes	U
5	Plan self-development and practice self-assessment	U

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	70	30	0	0	100

## Course Content:

Sr. No.	Topics	Teaching Hours	Module Weightage
1	<b>Dynamics of Communication:</b> Definition and processes, Kinesics Proxemics Paralinguistic features, Importance of Interpersonal and Intercultural Communication in today's organizations	05	22%



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2	<b>Technical Writing:</b> Report writing, technical proposal, technical description, Business letters (sales, order, complaint, adjustment, inquiry, recommendation, appreciation, apology, acknowledgement, cover letter), Agenda of meeting, Minutes of meeting, Resume writing	08	33%
3	<b>Technical Communication:</b> Public speaking Group discussion Presentation strategies, Interview skills Negotiation skills, Critical and Creative thinking in communication	06	25%
4	<b>Etiquettes:</b> Telephone etiquettes, Etiquettes for foreign business trips Visits of foreign counterparts, Etiquettes for small talks Respecting privacy, learning to say NO, Time management	03	12%
5	<b>Self-development and Assessment:</b> Change, Grow, Persist, Prioritize, Read, Learn, Listen, Record, Remember, Asses, Think, Communicate, Relate, Dream.	02	8%

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	70	20	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Textbook:

1. You Can Win by Shiv Khera
2. How to Win Friends and Influence People by Dale Carnegie
3. Getting Things Done: The Art of Stress Free Productivity by David Allen
4. Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain
5. The Alchemist by Paulo Coelho
6. The 7 Habits of Highly Effective People by Stephen Covey
7. What to Say When You Talk to Yourself by Dr. Shad Helmstetter



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8. The Big Leap by Gay Hendricks
9. Thinking Fast and Slow by Daniel Kahneman
10. The Art of Thinking Clearly by Ralf Dobelli
11. Upside Down Key by Sudha Murthy
12. Born to be Happy by Pramod Batra
13. Kiss That Frog by Brian Tracy
14. Build From Scratch by Vineet Bajpai
15. Ten Much by A G Krishnamoorthy
16. Poor Little Rich Slum by Rashmi Bansal
17. Our Ice Berg is Melting by John Paul Cotter
18. Most and More by Mahatria Ra
19. Third Curve by Mansoor Ali Khan
20. Selected Short Stories of Rabindranath Tagore edited by William Radice
21. That Thou Art by Dhruv Bhatt
22. Old Man and the Sea by Ernest Hemingway

## Reference Books:

1. Raman and Sharma, *Technical Communications*, OUP, New Delhi, 2017
2. Lata and Kumar, *Communication Skills*, OUP, New Delhi, 2018
3. Mike Martin and Roland Schinzingler, *Ethics in Engineering*, McGraw Hill, New York, 2014
4. Mohapatra and Sreejesh S., *Case Studies in Business Ethics and Corporate Governance*, Pearson, UP, 2013
5. Ramesh and Ramesh, *The Ace of Soft Skills*, Pearson, UP, 2019
6. Sherfield, Montgomery and Moody, *Cornerstone: Developing Soft Skills*, UP, 2009
7. Chapter 31-37 (Part-III) from the book
8. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success By Gopalaswamy Ramesh

## Open Sources:

<https://www.scu.edu/ethics/focus-areas/more-focus-areas/engineering-ethics/engineering-ethics-cases/>



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## CO- PO Mapping:

Semester <u>2</u>	Subject Name: Technical Writing										
	POs										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	-	-	-	-	-	1	-	3	-	-
CO2	-	-	-	-	-	-	1	-	3	-	-
CO3	-	-	-	-	-	-	1	-	3	-	-
CO4	-	-	-	-	-	-	1	-	3	-	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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