

# RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL

## New Scheme Based On AICTE Flexible Curricula

### Artificial Intelligence and Data Science, III-Semester

#### AD301 Technical Communication

1. **Technical Communication Skills:** Understanding the process and scope of Communication, Relevance, & Importance of Communication in a Globalized world, Forms of Communication, Role of Unity, Brevity and Clarity in various forms of communication.
2. **Types of Communication:** Verbal & Non-verbal Communication, Classification of NVC, Barriers to Communication, Communicating Globally, Culture and Communication. **Soft Skills:** Interpersonal Communication, Listening, Persuasion, Negotiation, Communicating bad news/messages, communicating in a global world.
3. **Writing Skills:** Traits of Technical Writing, Principles of Business Writing, Style of Writing, Writing Memos, Letters, Reports, and Types of technical reports, Characteristics, format and structure of technical reports, Writing Research Papers. **Speaking Skills:** Audience-awareness, Voice, Vocabulary and Paralanguage, Group Discussion, Combating Nervousness, Speaking to one and to one thousand, Mock Presentations.
4. **Job Interviews:** Preparing for interviews, assessing yourself, Drafting Effective Resume, Dress, decorum and Delivery techniques, Techniques of handling interviews, Use of Non-verbals during Interviews, Handling turbulence during interviews. **Group Discussion:** Objective, Method, Focus, Content, Style and Argumentation skills. **Professional Presentations:** Individual Presentations (Audience Awareness, Body Language, Delivery and Content of Presentation).
5. **Grammar & Linguistic ability:** Basics of grammar, common error in writing and speaking, Study of advanced grammar, Vocabulary, Pronunciation Etiquette, Syllables, Vowel sounds, Consonant sounds, Tone: Rising tone, Falling Tone, Flow in Speaking, Speaking with a purpose, Speech & personality, Professional Personality Attributes.

#### Texts and Reference Books:

1. Sharon Gerson and Steven Gerson. Technical Writing: Process and Product (8th Edition), London: Longman, 2013
2. Rentz, Kathryn, Marie E. Flatley & Paula Lentz. Lesikar's Business Communication Connecting in a Digital world, McGraw-Hill, Irwin. 2012
3. Allan & Barbara Pease. The Definitive Book of Body Language, New York, Bantam, 2004
4. Jones, Daniel. The Pronunciation of English, New Delhi, Universal Book Stall. 2010
5. Sharma, Sangeeta & Mishra, Binod. Communication Skills for Engineers and Scientists, New Delhi: PHI Learning, 2009, rpt 2012