

Dr. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD



CIRCULAR NO.SU/Sci. & Tech./Colleges./Comm.Skill/28/2023

It is hereby inform to all concerned that, the syllabus prepared by the Ad-hoc Board and recommended by the Dean, Faculty of Science & Technology, the Hon'ble Vice-Chancellor has accepted **Communication Skill in English – III and Communication Skill in English – IVth for IIIrd and IVth Semester to the Course of B.Sc.(IT)(Degree), BCA(Science)(Degree), & B.Sc.Computer Science (Degree) run to the Affiliated Colleges, Dr.Babasaheb Ambedkar Marathwada University** in his emergency powers under section 12(7) of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith.

This is effective from the Academic Year 2023-24 and onwards.

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO.SU/CBC&GS /2023/10889-97

Date:- 22.08.2023.

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Deputy Registrar,
Academic Section

Copy forwarded with compliments to :-

- 1] **The Principal of all concerned affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University,.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

Copy to :-

- 1] **The Director, Board of Examinations & Evaluation, Dr.BAMU,A'bad.**
- 2] The Section Officer,[B.Sc.Unit] Examination Branch,Dr.BAMU,A'bad.
- 3] The Programmer [Computer Unit-1] Examinations, Dr.BAMU,A'bad.
- 4] The Programmer [Computer Unit-2] Examinations, Dr.BAMU,A'bad.
- 5] The In-charge,[E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr.BAMU,A'bad.
- 6] The Public Relation Officer, Dr.BAMU,A'bad.
- 7] The Record Keeper, Dr.BAMU,A'bad.

Course: B.Sc. (I.T.), BCA (Science) & B.Sc. (Computer Science)
Semester: III

Communication Skill in English - III

**Course Code: CA-351T BCA (Science),
CS-351T B. Sc. (Computer Science),
IT-351T B.Sc. (IT)**

Course Title: Foundations of Corporate Communication in IT

Total Credit: 3

Marks: 50 (UA: 40 + IA: 10)

Periods: 3 per week (50 Minutes each)

Prerequisites:

There are no prerequisites for attending this course.

Learning Objectives

- Understand the principles and techniques of effective technical communication.
- Develop skills for effective project management communication.
- Learn strategies for effective interdepartmental communication within an IT context.
- Understand the principles of client communication in the IT industry.

Learning Outcomes

Upon successful completion of the course, the students will develop:

- Ability to write clear and concise technical documents.
- Ability to effectively communicate project goals, status, and issues.
- Ability to effectively communicate with non-technical departments and bridge the gap between technical and business perspectives.
- Ability to understand client needs and effectively communicate technical issues and solutions to clients.

Course Outline

Unit I: Introduction & Technical Communication

The Importance of Communication Skills in the IT Industry, The Role of Effective Communication in the Success of IT Projects, Future Trends in Corporate Communication in the IT Industry, Understanding the Role and Importance of Technical Communication in IT, Decoding Technical Jargon and Acronyms in IT, Techniques for Explaining Complex Technical



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Concepts in Simple Language, Guidelines for Writing Clear and Concise Technical Documentation, AI tools for technical writing, Strategies for Giving Effective Technical Presentations, Workshop: Practice in Technical Writing and Presentations.

Unit II: Project Management Communication

The Role of Communication in Project Management, Techniques for Communicating Project Goals and Objectives Effectively, Best Practices for Reporting Project Status and Progress, Guidelines for Handling Project Meetings and Conference Calls, Strategies for Resolving Project Conflicts and Issues, Workshop: Developing a Project Communication Plan and Practicing Conflict Resolution.

Unit III: Business Communication

The Importance of Business Communication in IT, Understanding Business Terminology and Concepts Relevant to IT, Techniques for Writing Effective Business Reports and Proposals, Strategies for Conducting and Participating in Business Meetings, Techniques for Effective Negotiation in a Business Context, Workshop: Practice in Business Writing and Negotiation.

Unit IV: Digital Communication

The Role of Digital Communication in IT, Overview of Digital Communication Platforms and Tools Used in IT, Best Practices for Writing Effective Emails and Instant Messages, Guidelines for Participating in Video Conferences and Webinars, Strategies for Managing Online Collaborations and Teamwork, Workshop: Practice in Digital Communication and Collaboration.

Unit V: Test & Tutorials

In addition to CIA, Tutorial, Seminars, Assignments & case studies are to be given for building proficiency in the course. (Respective course in-charge should maintain the records for the same).

Note: -In addition to theoretical instruction, the course instructor should actively involve students in a variety of practical activities. These activities, tailored to each unit, could include role-playing exercises, case study analyses, and interactive workshops. These hands-on experiences will help students apply their learning in a practical context and deepen their understanding of the material. Furthermore, the instructor is encouraged to arrange guest lectures from industry experts. These guest lectures can provide valuable insights into the real-world significance and application of each syllabus topic within the context of the IT industry.

Textbook

1. **Corporate Communication Skills for the IT Industry**, by Dr. Nazneen Akhter & Prof. Bharti Gawli, Shroff Publication, Mumbai. Text book and teaching material available on University website.

Reference Books:

1. "Technical Communication" by Mike Markel and Stuart A. Selber
2. "A Guide to the Project Management Body of Knowledge (PMBOK® Guide)" by Project Management Institute
3. "Influence: Science and Practice" by Robert B. Cialdini
4. "The Art of Explanation: Making your Ideas, Products, and Services Easier to Understand" by Lee LeFever
5. "The Culture Map: Breaking Through the Invisible Boundaries of Global Business" by Erin Meyer
6. "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo
7. "Leadership Communication" by Deborah J. Barrett

Online Resources

<https://www.thebalancecareers.com/communication-skills-list-2063779>

<https://study.com/academy/lesson/technical-communication-definition-purpose.html>

<https://www.skillsyouneed.com/ips/intercultural-communication.html>

<https://www.mindtools.com/CommSkill/PublicSpeaking.htm>

<https://www.forbes.com/sites/mikemyatt/2012/04/04/10-communication-secrets-of-great-leaders/>

<https://www.ready.gov/business/implementation/crisis>

<https://www.helpguide.org/articles/relationships-communication/conflict-resolution-skills.htm>

Course: B.Sc. (I.T.), BCA (Science) & B.Sc. (Computer Science)

Semester: IV

Communication Skill in English - IV

**Course Code: CA-451T BCA (Science),
CS-451T B. Sc. (Computer Science),
IT-451T B.Sc. (IT)**

Course Title: Advanced Corporate Communication in IT

Total Credit: 3

Marks: 50 (UA: 40 + IA: 10)

Periods: 3 per week (50 Minutes each)

Prerequisites:

There are no prerequisites for attending this course.

Learning Objectives

- Understand the principles and techniques of effective digital communication.
- Develop skills for effective intercultural communication within an IT context.
- Learn strategies for effective public speaking and presentation within an IT context.
- Understand the principles of leadership communication in the IT industry.

Learning Outcomes

Upon successful completion of the course, the students will develop:

- Ability to write effective emails and use collaboration tools.
- Ability to understand cultural differences in communication and effectively communicate with international colleagues and clients.
- Ability to present technical information to a non-technical audience and manage stage fright.
- Ability to communicate effectively as a team leader or manager, including motivating team members and handling difficult conversations.

Course Outline

Unit I: Intercultural Communication

The Importance of Intercultural Communication in a Global IT Industry, Understanding Cultural Differences and Similarities, Techniques for Communicating Effectively Across Cultures, Strategies for Managing Intercultural Conflicts and Misunderstandings, Techniques for Building and Maintaining Intercultural Relationships, Workshop: Practice in Intercultural Communication and Relationship Building.

Unit II: Public Speaking and Presentation Skills

The Role of Public Speaking and Presentation Skills in IT, Understanding the Basics of Public Speaking in an IT Context, Techniques for Preparing and Delivering a Speech, Strategies for Managing Public Speaking Anxiety, Techniques for Handling Questions and Feedback Effectively, Workshop: Practice in Public Speaking and Feedback Handling. Presenting Technical Information to a Non-Technical Audience, Using Visual Aids in Presentations, Managing Stage Fright and Improving Presentation Delivery.

Unit III: Leadership Communication

The Importance of Leadership Communication in IT, Understanding Leadership Styles and Theories Relevant to IT, Techniques for Communicating as a Leader in IT, Strategies for Motivating and Inspiring a Team, Techniques for Managing Conflicts and Difficult Conversations as a Leader, Workshop: Practice in Leadership Communication and Conflict Management.

Unit IV: Crisis Communication and Conflict Resolution

The Role of Crisis Communication in IT, Understanding Crisis Management Theories and Models Relevant to IT, Techniques for Preparing a Crisis Communication Plan, Strategies for Communicating Effectively During a Crisis, Techniques for Post-Crisis Communication and Recovery, Understanding the Nature of Conflict in IT Projects, Techniques for Resolving Conflicts in IT Teams, Strategies for Preventing Conflicts in IT Projects, Case Studies of Conflict Resolution in IT, Workshop: Practice in Conflict Resolution in IT.

Unit V: Test & Tutorials

In addition to CIA, Tutorial, Seminars, Assignments & case studies are to be given for building proficiency in the course. (Respective course in-charge should maintain the records for the same).

Note: - In addition to theoretical instruction, the course instructor should actively involve students in a variety of practical activities. These activities, tailored to each unit, could include role-playing exercises, case study analyses, and interactive workshops. These hands-on experiences will help students apply their learning in a practical context and deepen their understanding of the material. Furthermore, the instructor is encouraged to arrange guest lectures from industry experts. These guest lectures can provide valuable insights into the real-world significance and application of each syllabus topic within the context of the IT industry.

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<https://www.forbes.com/sites/mikemyatt/2012/04/04/10-communication-secrets-of-great-leaders/>

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<https://www.helpguide.org/articles/relationships-communication/conflict-resolution-skills.htm>

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