



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Engineering

Subject Code: 3130004

Semester – III

Subject Name: Effective Technical Communication

Type of course: Communication and ethics

Prerequisite: Zeal to learn the subject

Rationale: The rationale of the curriculum is to help students learn technical communication along with necessary moral and ethical dimensions of engineering.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P	C	Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
2	0	2	3	70	30	30	20	150

Contents:

Sr. No.	Topics	Teaching Hours	Module Weightage
1	Dynamics of Communication: Definition and process Kinesics Proxemics Paralinguistic features Importance of Interpersonal and Intercultural Communication in today's organizations	06	20%
2	Technical Writing: 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	25%
3	Technical Communication: Public speaking Group discussion Presentation strategies Interview skills Negotiation skills Critical and Creative thinking in communication	06	20%
4	Ethics in Engineering: Scope of engineering ethics Accepting and sharing responsibility Responsible professionals and ethical corporations Resolving ethical dilemmas Making moral choices	04	12%
5	Etiquettes: Telephone etiquettes Etiquettes for foreign business trips Visits of foreign counterparts Etiquettes for small talks	05	16%



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	Respecting privacy Learning to say NO Time management		
6	Self-development and Assessment: Change, Grow, Persist, Prioritize, Read, Learn, Listen, Record, Remember, Asses, Think, Communicate, Relate, Dream.	03	7%

Distribution of Theory Marks					
Remember	Understand	Analysis	Application	Evaluation	Creativity
05	05	15	15	15	15

Language Laboratory Activities:

Sr. No.	Practical/ Exercise	Apprx. Hours required
1	Role Play	02
2	Letter writing: Formal	02
3	Group Discussion	04
4	Presentations	04
5	Book Review(Preferably related to self-development)	04
6	Mock Interview	04
7	Report writing	02
8	Case studies related to unit 4, 5 and 6	06
9	Conducting meeting and minutes of meeting	02
10	Practical assessment	02

Suggested books for review:

1. You Can Win by Shiv Khara
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
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



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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 Schinzinger, *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

Open Sources:

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

Course Outcomes:

At the end of the course students will be able to:

Sr. No.	Course Outcome	Weightage
1	Define and discuss dynamics of Verbal and Non Verbal aspects of Communication	20%
2	Write various formal documents of technical and professional communication	25%
3	Communicate in diverse formal situations taking place in organizations	20%
4	Illustrate and examine the knowledge of ethical aspects of engineering	12%
5	Demonstrate and explain social and professional etiquettes	16%
6	Plan self-development and practice self-assessment	7%