

S.E. (ELECTRONICS) SEMESTER III

PRESENTATION AND COMMUNICATION TECHNIQUES

Period per week	Lecture	2	
	Practical	--	
	Tutorial	2	
		Hours	Marks
Evaluation System	Theory Examination		
	Practical	---	---
	Oral Examination	----	
	Term Work	---	50
	Total	---	50

Detailed Syllabus		Lectures/Week
1.	<p>Communication in a business organization: Internal and external communication, Types of meetings, strategies for conducting successful business meetings, documentation (notice, agenda, minutes, resolution) of meetings. Introduction to modern communication techniques (e-mail, internet, video-conferencing, etc.) Legal and ethical issues in communication (Intellectual property rights: patents, TRIPS, Geographical indications)</p>	06
2	<p>Advanced technical writing: Report writing: Definition and importance of reports, qualities of reports, language and style in reports, types of reports, formats (letter, memo, project-reports). Methods of compiling data for preparing report. A computer-aided presentation of a technical project report based on survey-based or reference based topic. The topics are to be assigned to a group of 8-10 students. The written report should not exceed 20 printed pages. Technical paper-writing Writing business proposals.</p>	08
3	<p>Interpersonal skills: Introduction to emotional intelligence, motivation, Negotiation and conflict resolution, Assertiveness, team-building, decision-making, time-management, persuasion</p>	03

4	Presentation skills: Elements of an effective presentation, Structure of a presentation, Presentation tools, Audience analysis, Language: Articulation, Good pronunciation, Voice quality, Modulation, Accent and Intonation.	04
5	Career skills: Preparing resumes and cover letters. Types of Resumes, Interview techniques: Preparing for job interviews, facing an interview, verbal and non-verbal communication during interviews, observation sessions and role-play techniques to be used to demonstrate interview strategies (mock interviews)	04
6	Group discussion: group discussions as part of selection process. Structure of a group discussion, Dynamics of group behavior, techniques for effective participation, Team work and use of body language	03

Term work:

Assignments:

2 assignments on communication topics

3 assignments on report-writing

3 assignments on interpersonal skills

2 assignments on career skills

At least one class test (written)

Distribution of term work marks will be as follows:

Assignments: 10 marks

Written test: 10 marks

Project report presentation: 20 marks

Group discussion: 10 marks

Books recommended:

1. Fred Luthans: Organizational behavior, McGraw Hill

2. Lesikar and Petit, Report writing for business, Tata McGraw Hill

3. Huckin & Olsen, Technical writing and professional communication, McGraw Hill

4. Wallace & Masters, Personal development for Life & work, Thomson Learning.

5. Heta Murphy, Effective Business Communication, McGraw Hill

6. Raman and Sharma, Report writing.

Additional Readings

1. Lewicki, Saunders & Minton: Essentials of negotiation, McGraw Hill
2. Hartman Lemay, Presentation Success, Thomson Learning
3. Kitty O. Locker, Stephen Kyo Kaczmarek: Business Communication, Building Critical skills, McGraw Hill
4. Vikas Gupta: COMPDEX Computer Course kit, IDG Books Pvt. Ltd.
5. Heller & Handle, The Essential Manager's manual, Dorling Kindersley
6. The Sunday times "Creating Success Series" 1. Develop your assertiveness 2. Make every minute count 3. Successful Presentation skills 4. How to motivate people? 5. Team building
7. Daniel Goleman, Emotional Intelligence.

