

**The Kelkar Education Trust's  
V. G. Vaze College of Arts, Science, and Commerce (Autonomous)**

|  |                           |                                |              |
|--|---------------------------|--------------------------------|--------------|
| <b>B. Sc (Information Technology)</b>              |                           | <b>Semester – II</b>           |              |
| <b>Course Name: Effective Communication Skills</b> |                           | <b>Course Code: VGVUFAE204</b> |              |
| <b>Periods per week (1 Period is 60 minutes)</b>   |                           | <b>2</b>                       |              |
| <b>Credits</b>                                     |                           | <b>2</b>                       |              |
|  |                           | <b>Hours</b>                   | <b>Marks</b> |
| <b>Evaluation System</b>                           | <b>Theory Examination</b> | <b>2</b>                       | <b>60</b>    |
|  | <b>Internal</b>           |                                | <b>40</b>    |

**Course Objective**

To make learner understand

1. Recognized seven C's of communication.
2. Importance of nonverbal communication.
3. Oral as well as written communication skills.
4. The importance of voice tone and body language in effective communication.
5. Communicate the message in businesses in an effective and engaging way.

| <b>Unit</b> | <b>Details</b>  | <b>Lectures</b> |
|-------------|---|-----------------|
| <b>I</b>    | <p><b>The Seven Cs of Effective Communication:</b> Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.</p> <p><b>Understanding Business Communication:</b> Nature and Scope of Communication, Non-verbal Communication, Technology-enabled Business Communication.</p>                                    | <b>10</b>       |
| <b>II</b>   | <p><b>Writing Business Messages and Documents:</b> Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing.</p> <p><b>Developing Oral Communication Skills or Business:</b> Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews</p> | <b>10</b>       |



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| <b>III</b> | <p><b>Developing Oral Communication Skills or Business:</b> Meetings. Group Discussions and Team Presentations and team Briefing.</p> <p><b>Understanding Specific Communication Needs:</b> Communication across functional Areas, Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication.</p> | <b>10</b> |
|------------|--|-----------|

**Course Outcome**

**Learners should be able to**

**CO1** Understand and apply communication theory.

**CO2** Develop and enhance understanding, and create reports with others.

**CO3** Participate effectively in small group interactions.

**CO4** Prepare and deliver effective oral presentations.

**CO5** Improve and broaden your writing abilities for business messages and documents.

| <b>Books and References:</b> |  |   |                                    |                |             |
|------------------------------|--|---|------------------------------------|----------------|-------------|
| <b>Sr. No.</b>               | <b>Title</b>   | <b>Author/s</b>                             | <b>Publisher</b>                   | <b>Edition</b> | <b>Year</b> |
| 1.                           | Business Communication                               | Edited by Meenakshi Raman and Prakash Singh | Oxford University Press            | Second         |             |
| 2.                           | Professional Communication                           | Aruna Koneru                                | Tata McGraw Hill                   |                |             |
| 3.                           | Strategies for improving your business communication | Pro. M. S. Rao                              | Shroff publishers and distributors |                | 2016        |
| 4.                           | Business Communication                               | Dr. Rishipal and Dr. Jyoti Sheoran          | SPD                                |                | 2014        |

