

**BAS301/BAS401
BAS301H/BAS401H**

Technical Communication

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Course Objectives:

- Students will be able to **UNDERSTAND** the nature and objective of Technical Communication relevant for the work place as Engineers.
- Students will be able to **DEVELOP** an understanding of key concepts of writing, designing and speaking.
- Students will be able to **UTILIZE** the technical writing skills for the purposes of Technical Communication and its exposure in various dimensions.
- Students will be able **BUILD UP** interpersonal communication traits that will make the transition from institution to workplace smoother and help them to excel in their jobs.
- Students will be able to **APPLY** technical communication to build their personal brand and handle crisis communication.

Unit 1 : Fundamentals of Communication and Voice Dynamics:

Role and Purpose of Communication, Types & Flow of Communication, Barriers to Effective Communication, 7 C's of Communication, Code and Content; Stimulus & Response, Vowel Sounds, Consonant Sounds, Tone: Rising and Falling Tone.

Unit 2 : Communication Skills for Career Building

CV and Résumé Writing, Interview Skills, Group Discussion, Effective Profiling, Communication and Networking: Building relationships, Writing the Statement of Purpose (SOP) for admission in Higher Studies, Seminar & Conference Paper Writing, Expert Technical Lecture: Writing and Presenting.

Unit 3: Communication Skills for Presentation: Writing, Designing, and Speaking

Thesis and Project Report Writing, Technical Proposal Writing, How to Pitch an Idea: Process, Preparation and Structure, Elements of Speech Delivery: Passion, Poise & Illustrations.

Unit 4 : Communication and Leadership Development

Leadership Communication, Communication and Social competence: context, feelings, intentions, behaviors, Providing and Receiving feedback, Difference between Tact and Intelligence, Emotional Intelligence: Trust through Communication, Thinking Skills: Meaning and Types.

Unit 5 : Digital Communication and Personality Making

Content Creation for Social Media: Emails, Webinars, podcasts, Blogs. Effective and Ethical use of Social Media by Text and Technique, Speech and Personality, Personality Analysis: Types of Personality; Concept of Personality: Maslow, Freud, Vivekananda, Jung Typology & Personality Assessment.

Prescribed Books:

1. Technical Communication – Principles and Practices by Meenakshi Raman & Sangeeta Sharma, Oxford Univ. Press, 2018, New Delhi
2. Personality Development and Soft Skills by Barun K. Mitra, OUP, 2012, New Delhi.
3. Technical Communication, by Pfeiffer, 6th edn (Pearson)
4. Soft Skills & Employability, Sabina Pillai and Aгна Fernandez Cambridge University Press 2018.
5. Practical Communication: Process and Practice by L.U.B. Pandey; A.I.T.B.S.Publications India Ltd.; Krishan Nagar, 2014, Delhi.

Web link/ free resources for reference:

- <https://online.hbs.edu/blog/post/leadership-communication>
- <https://blog.hubspot.com/marketing/content-creation>
- <https://vincentriola.com/blogs/ten-years-of-academic-writing/sigmund-freud-carl-jung-carl-rogers-abraham-maslow>
- <https://www.verywellmind.com/jungs-theory-of-personality-learning-styles-2795160>
- <https://www.humanmetrics.com/personality>
- <https://hbr.org/2022/11/how-great-leaders-communicate>