

**M. E.**  
**Semester I**

**Communication and Research Skills (C&RS)**

**1. Course Objective:**

Communication and Research are essential skills for success in professional career. The major objective of this course is to develop skills in communication and research. For the technocrats it is very important to have proper communication skills in representing their problems and ideas in a simple language, and reporting their research work. Apart from that, on several occasions they require skills in technical writing also. Therefore, the objective of the course is to acquaint the students with the basic concepts and techniques of communication that are useful in developing the skills of communicating effectively, and also for giving basic ideas of research methods and their reporting.

**2. Course Duration:**

The Course will have totally 56 hours which are divided into eight modules. Each module consists of seven hours of 60 minutes each and carries a weightage of about 7.5 marks each.

**3. Teaching & Examination Scheme:**

**TEACHING & EXAMINATION SCHEME**

**Semester I**

Sub. Code.	Subject Name	Teaching Scheme- Hours			Credits	Examination Scheme			Total Marks
		Theory	Tutorial	Pract.		External Exam (Theory)- Marks/ Hours	Mid Sem. Exam (Theory)/ Internal Evaluation- Marks/Hours	Practical/Term Work/ Viva Exam- Marks/ Hours	
	Communication & Research Skills	2	2	0	3	60	20	20	100

**4. Course Contents:**

**Module**

**No.**

**Modules/Sub-Modules**

**Session**

**I** **Concepts of Communications:** Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal and Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers

**7**

- II Nonverbal communication:** Body Language, Gestures, Postures, Facial Expressions, Dress codes; the Cross Cultural Dimensions of Business Communication; Listening and Speaking, techniques of electing response, probing questions, Observation. Business and social etiquettes; Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play, Group Discussion and Interviews, Meetings: Ways and Means of conducting meetings effectively, Mock Meetings and Interviews **7**
- III Reading and language skills** **7**  
The reading process, purpose, different kinds of texts, reference material, scientific and technical texts, active and passive reading, strategies - vocabulary skills, eye reading and visual perception, prediction techniques, scanning skills, distinguishing facts and opinions, drawing inferences and conclusions, comprehension of technical material - scientific and technical texts, instructions and technical manuals, graphic information.  
Forms of Communication in Written mode: Basics Body language of Business Letters and Memos, Tone of writing, enquiries, orders and replying to them, sales letters, Job applications and resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing
- IV Referencing and Writing skills:** Business letters: Enquiries, Circulars, Quotations, Orders, Acknowledgments, Executions, Complaints, Claims and adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference, Memos, minutes, Circulars & notices **7**  
Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.
- V Introduction to Research and Research Design** **7**  
Nature and scope of research, information based decision making and source of knowledge. The research process; basic approaches and terminologies used in research. Defining research question and framing of hypotheses, Preparing a research plan, qualitative and quantitative research designs, Experimentation, Observational studies, Exploring secondary data.
- VI Measurement and Scaling, Data Source and Data Collection** **7**  
Field research; primary data collection from observations, surveys and experimentation. Measurement and scaling; commonly used scales in reliability and validity of scales. Designing instrument for data collection; testing the instrument, data collection process, Sampling methods and procedures and sample size decisions.

**VII Data Analysis and Presentation**

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Editing and coding of data, tabulation, graphic presentation of data, cross tabulation, Testing of hypotheses; type I and II errors, one tailed and two tailed tests of significance, Parametric and nonparametric tests for Univariate and Bivariate data. Tests of association; simple linear regression and other nonparametric tests.

**VIII Technical Writing:**

7

Technical Proposal writing: Definition, Purpose, types, characteristics, Elements of structure, style and appearance, evaluation, exercises, Research report writing, Proposal writing, referencing, forms of reports, bibliography, etc.

Research paper, Dissertation, and Thesis, Instruction Manuals, Type of instructions, Writing Instructions, Technical Descriptions, Process descriptions, Guidelines for Writing Good Descriptions

## 5. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Lesikar, R. V. & Flatley	Basic Business Communication Skills for Empowering the Internet Generation.	Tata McGraw Hill	2005 or Latest
T2	Meenakshi Raman, Sangeeta Sharma	Technical Communications	Oxford	Latest Edition
T3	D. K. Bhattacharyya	Research Methodology	Excel Books	2 <sup>nd</sup> Edition

## 6. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Bowman, J.P. & Branchaw, P.P.	Business Communications: From Process to Product	Dryden Press, Chicago	Latest Edition
R2	M Ashraf Rizvi	Effective Technical Communication	Tata McGraw Hill	Latest Edition
R3	E. H. McGrath	Basic Managerial Skills for all	Prentice hall India	Latest Edition
R4	Meera Banerji	Developing Communication Skills	McMillan India Ltd.	Latest Edition
R5	Whigham, David	Business Data Analysis Using Excel	Oxford	Latest Edition
R6	Thill, J. V. & Bovee, G. L.	Excellence in Business Communication	McGraw Hill	Latest Edition
R7	Sajitha	Technical Writing	Himalaya	Latest Edition

R8	Jayaprakash Adair, J.	Effective Communication	Pan Mcmillan	2003
R9	Donald R. Cooper and Pamela S. Schindler	Business Research Methods (IX edition)	Tata McGraw Hill Publishing Company Ltd	IX edition
R10	Taylor, Sinha & Ghoshal	Research Methodology: A Guide for Researchers in Management and Social Sciences	PHI	Latest Edition