SRTM University, Nanded

BT -XII: English and Science Communication Skills

Marks: 50 Hours: 30 Credits: 02

**Course Objective**: To provide the students with the essential skills required for effective communication and to provide a comprehensive view of business communication and its role in the corporate environment.

**Detail Contents**:

**Unit-I Essentials of Communication**: Meaning, Definition, process, feedback, emergence of

communication as a key concept in the corporate and global world, impact of technological

advancements on communication. Channels of Communication: Formal and Informal:

Vertical, horizontal, diagonal, and grapevine.

**Unit-II Methods and Modes of Communication**: Verbal and nonverbal, Verbal

Communication: Characteristics of verbal communication, Non-verbal Communication:

Characteristics of non-verbal communication, kinesics, proxemics and chronemics.

**Unit-III Soft Skills** A) Importance of listening skills, cultivating good listening skills

1. Interpersonal skills.
2. Negotiation skills.
3. Time management skills.
4. Stress management skills.

**Unit-IV: Written Communication**: Business letters, memos, minutes of meeting, notices, e-mails, agendas and circulars.

Technical Report Writing: Types of Reports, contents of reports. Formatting, writing styles and documentation.

**Practicals:**

Interviews and Group Activities Personal interviews, group discussion and panel discussion

Creative writing: Paragraph and Essay writing, Book reviews, Movie Reviews, Editorials

and articles.

Self-Learning: Paper writing: Styles of paper writing: Short Communication, Review papers

and Research papers, referencing styles: MLA, Chicago Style and APA.

**Learning Outcome (LO):** Students will be able to: 1. understand and demonstrate the use proper writing techniques relevant to the present day technological demands, including anticipating audience reaction. 2. write effective and concise letters and memos, prepare informal and formal reports, proofread and edit copies of business correspondence. 3. develop interpersonal skills that contribute to effective personal social and professional relationships.

M.Sc. Biotechnology Second Year Syllabus – (CBCS) - 2020 9

*Text Books: 1. Lehman C. M., DuFrene D.D., & Walker. B-BCOM-An Innovative Approach to Learning and Teaching Business Communication. Cengage Learning New Delhi*

1. *McMurrey A.M& Buckley J., Handbook for Technical Writing. Cengage Learning, New Delhi.*

*Reference Books: 1. Lesikar R.V & Flately M.E.,Basic Business Communication-Skills for Empowering the Internet Generation. Tata McGraw-Hill Publishing Company Limited. New Delhi.*