



C. U. Shah University, Wadhwan City

Faculty of Computer Science

Name of Program: Master of Science in Information Technology  
(Web Technology)

Semester : I

W.e.f. June – 2016

Teaching & Evaluation Scheme

Sr. No	Subject Code	Subject Name	Teaching Hours/Week				Credits	Evaluation Scheme/Semester							
			T h	T u	P r	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Uni.	
								Marks	Hrs	Marks	Hrs	Pr	TW	Pr	
5	5CS01WRS1	Communication and Research Skills	4	-	-	4	4	30	1.5	70	3	-	-	-	100

**Objectives:** 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.

**Course Outline:**

Ch. No.	Chapter Name	Course Contents	Lect. Hours
1	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	10
2	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 – Biodata, Covering Letter, Interview Letters, Letter of Reference, Memos, minutes, Circulars & notices, Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports, by individual, Report by committee.	15
3	Introduction to Research and Research Design	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.	15
4	Measurement and Scaling, Data Source and Data Collection	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	15
<b>TOTAL</b>			<b>55</b>

**Learning Outcomes:**

At the end of the course, students will have basic understanding of the Research Methodology and Communication Skills and be able to overcome from the problems being raised in research of Project Work.

**Teaching Methodology:**

Revision, Paper Solving, Seminar, Expert Talk, MCQ Quiz, Viva Test, Programming test

**Books Recommended:**

- (1) Lesikar, R. V. & Flatley Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill 2005 or Latest
- (2) Meenakshi Raman, Sangeeta Sharma Technical Communications Oxford Latest Edition
- (3) D. K. Bhattacharyya Research Methodology Excel Books 2nd Edition

**Reference Books:**

- (1) Bowman, J.P. & Branchaw, P.P. Business Communications: From Process to Product Dryden Press, Chicago Latest Edition
- (2) M Ashraf Rizvi Effective Technical Communication Tata McGraw Hill Latest Edition
- (3) E. H. McGrath Basic Managerial Skills for all prenticehall India Latest Edition
- (4) Meera Banerji Developing Communication Skills, McMillan India Ltd.