

KATHMANDU UNIVERSITY
Dept. of Management Informatics and Communication

Undergraduate Syllabus

COURSE: AIMC 151 Advanced Communication Skills

CREDITS: 3 [48 hours]

OBJECTIVES:

This course aims to enable students to

- Understand facets of basic and advanced professional communication
- Apply oral and written communication skills in professional settings
- Analyze oral and written texts with standard reasoning skills
- Use English language in organizational settings
- Develop critical thinking abilities
- Face the challenges of the competitive job market

LEARNING OUTCOMES:

On the completion of this course the students will be able to

- Prepare texts useful for organizational settings
- Carry out basic technical researches in accepted formats;
- Write scientific texts using standard criteria for document design
- Construct various discourses applying rhetorical strategies
- Present critical appreciation of different types of discourses
- Present in and for oral, textual, visual and digital platforms.

DESCRIPTION:

Unit 1: Technical Communication (8 hrs)

- i) Objectives of technical communication
- ii) Audience recognition (purpose of communication, types of audience)
- iii) The writing process: note-taking, prewriting, writing, rewriting
- iv) Basic digital skills: use of Web 2.0 and essential electronic platforms

Unit 2: Oral Presentations (10 hrs)

- i) Technical presentations: the process, delivery and update
- ii) Seminars (paper-based)
- iii) Workshops and panel discussions
- iv) Negotiation skills
- v) Idea pitching

Unit 3: Organizational communication

(14 hrs)

- i) Intercultural communication
- ii) Effective client communication
- iii) Memos and emails
- iv) Letters: job application, cover, inquiry, recommendations/ references
- v) Curriculum vitae and Resumés
- vi) Team communication: meeting and minutes
- vii) Proposals: concept papers, research and project proposals
- viii) Reports: conference papers, technical articles and project reports

Unit 4: Rhetorical strategies

(16 hrs)

- a. Narration: Definition; Purpose; Audience; Strategies
 - i) George Orwell: "Shooting an Elephant"
 - ii) Ray Bradbury: "A Sound of Thunder"
- b. Description: Definition; Purpose; Audience; Strategies
 - i) Alan Moorehead: "A Most Forgiving Ape"
 - ii) Virginia Woolf: "Death of the Moth"
- c. Process Analysis: Definition; Purpose; Audience; Strategies
 - i) Susan Glaspell: "Trifles"
 - ii) Armand Dennis: "The Four-Tusked Elephant"
- d. Comparison and Contrast: Definition; Purpose; Audience; Strategies
 - i) Robert Jastrow: "Brains and Computers"
 - ii) Edward T. Hall: "The Arab World"
- e. Cause and Effect: Definition; Purpose; Audience; Strategies
 - i) Jonathan Schell: "The Effects of a Nuclear Explosion"
 - ii) Norman Cousins: "Pain Is Not the Ultimate Enemy"
- f. Persuasion and Argument: Definition; Purpose; Audience; Strategies
 - i) H. L. Mencken: "The Penalty of Death"
 - ii) Andrew Marvell: "To His Coy Mistress"
- g. Definition: Definition; Purpose; Audience; Strategies
 - i) Susan Sontag: "Beauty"
 - ii) Henry Grunwald: "Home Is Where You Are Happy"

EVALUATION:

In-semester: 50 Marks [Presentations, written assignments, Journal/portfolio, viva voce, tests (Objective and Subjective)]

End Semester: 50 Marks [10 Q x 5 Marks]

Unit 1: 10 Marks

Unit 2: 10 Marks

Unit 3: 15 Marks

Unit 4: 15 Marks

TEXT BOOKS:

Gerson, S. J, and Gerson, S. M. (2012). *Technical communication: Process and product*. 7th ed. Prentice Hall.

Trimmer, J, and Hairston, M. (1987). *The riverside reader*. 2nd ed. Houghton Mifflin Company.
(Selected chapters for Unit 4).

REFERENCE BOOKS:

Alley, M. (2013). *The craft of scientific presentations*. 2nd ed. Springer.

Bouvée, C., and Thill, J. V. (2018). *Business communication today*. 14th ed. Pearson.