

Certificate in Computer Applications (CCA) Study Material

CCA - 103 : Communications & Soft Skills -Part 1
(Unit 1 to Unit 6)

Supported by
Institute of Management Studies (IMS),
Ghaziabad-UP

About CCA Program

The certificate program focuses on computer fundamentals. This program provides a comprehensive introduction to Fundamentals of Information Technology; Computer Applications; Internet & Communication Technologies; Web Programming; and Soft Skills.

The program is designed and conducted by CSC Academy along with one of the leading Management Institute, Institute of Management Studies, Ghaziabad (UP). Some of the core subject faculty are associated in delivering this program.

After the completion of this course, student will be able to:

- Get a basic understanding of personal computers and their operations.
- Use of MS Office Tools - Like MS word, MS excel and Power point presentations
- Understand basics of Programming.
- Recognize and describe the working of Computer Networks.
- Get familiar with the basics of communication skills
- Develop good skills at writing business letters, emails, minutes of meeting and other business correspondence.
- Design and Implement interactive, responsive web site using HTML5, CSS5 and JavaScript.
- Build Dynamic web site using server-side PHP Programming and Database connectivity.

The CCA program covers five course modules:

Unit 101: Fundamentals of IT & Programming

Unit 102: Data Communications

Unit 103: Soft Skills & Communications

Unit 104: Web Technologies

Unit 105: Cyber Security

The objective of this study material is to provide the students to enable them to obtain knowledge and skills in the related subject. This material is not in itself to be read alone, and student should use this in addition to the CCA online e-learning content study. In case students need any further clarifications or have any suggestions to make for further improvement of the material contained herein, they may give the same at CSC Academy Centre.

All care has been taken to provide content in a manner useful to the students.

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About CSC Academy

CSC Academy was setup in 2017 that provides access to professional learning for learners of diverse backgrounds and educational needs. The CSC Academy is a not-for-profit society under the Societies Registration Act 1860 (Act 21 of 1860), as applicable to the Union of Delhi with its registered office in Delhi. The CSC Academy board comprises of the Additional Secretary, Ministry of Electronics & Information Technology, Government of India as Chairman, and others reputed members from academia. CSC Academy has received certificate from Income Tax Department under section 12 AA and 80 G.

The CSC Academy is committed to teaching, delivering of specialized courses/ training programs, leadership, communication skills and promotion of entrepreneurship among the rural masses in India. Presently, the CSC Academy is delivering various Government of India sponsored skill and education programs, in addition to courses from private sector.

About Institute of Management Studies, Ghaziabad (UP)

IMS Ghaziabad is a pioneer institute for management education in Northern India. It is the first institute of IMS Society Ghaziabad with 30 glorious years of excellence. IMS Ghaziabad offers full time AICTE approved & NBA accredited PGDM Programme which has been awarded the MBA equivalent status by the Association of Indian Universities (AIU), PGDM - International Business, PGDM - Big Data Analytics and MCA Programme are approved by AICTE and affiliated to Dr APJ AKTU, Lucknow.

Since its foundation IMS Ghaziabad has gathered a lot of feathers in its cap with global accreditations and memberships such as Accreditation Services for International Colleges (U.K), AACSB Business Education Alliance, National Assessment and Accreditation Council - 'A' Grade.

IMS Ghaziabad is amongst Top 10 best B-Schools in North India as per latest MBA and B School Rankings. It has been awarded as the "Best Campus for Industry Oriented Management Education in India / Asia Pacific 2019" by ASSOCHAM and the Education Post. It has been ranked as 5th in North India and 15th in India by Times of India B School Survey, February 2019, A++ Institute in Delhi - NCR by 9th Chronicle B-School Survey 2018.

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Course Outline

Course Objective

The course is aimed at endowing the students with the necessary techniques and skills of communication to make them perform as per the expected corporate guidelines. The main aim is to make the students familiar with the nuances of effective communication along with the significance of oral, written, visual and audio-visual forms of communication.

Course Outcomes

At the end of this course, student should be able to:

1. The students will get familiar with the basics of communication skills
2. They will learn about effective use of body language, gestures and postures.
3. They will be good at writing business letters, emails, minutes of meeting and other business correspondence.
4. They will learn basic business etiquettes.

Course Outline

Unit I Basics of Communication Skills

Process of communication, Dos and don'ts of communication, Forms of Communication – Formal & Informal

UNIT II Basics of Managerial Communication

Levels/Channels of Communication, Barriers to Communication, Importance and objectives of communication

UNIT III Four Pillars of Effective Communication

Listening, Speaking, Reading, Writing

UNIT IV Nonverbal Communication

Body Language, Gestures, Postures

UNIT V Ingredients of Professional Communication

7C's of Written Communication, Email Writing

UNIT VI Ingredients of Professional Communication

Notice for Meeting, Agenda for Meeting, Minutes of Meeting

UNIT VII Business Letters

AIDA approach to writing business letters, Types of business letters, Standard format of a Business Letter

UNIT VIII Résumé Writing

Resume V/s CV, Chronological and Functional Résumé, Preparing a Résumé

UNIT IX Personal Grooming & Business Etiquettes

Personal grooming, Video call etiquettes, Net Etiquettes

UNIT X Employability Skills

Group Discussion, Interview

Reference books

1. Rizvi, M. Ashraf. Effective Technical Communication, McGraw Hill, Chennai
2. Kumar, Sanjay. & Lata, Pushp. Communication Skills, Oxford University Press, India.
3. Ludlow, R. & Panton, F. The Essence of Effective Communication. PHI.
4. Munter Mary, Guide to Managerial communication, PHI.
5. Smeltzer, Managerial Communication. McGraw Hill.
6. Chhabra T.N. Business Communication: Concepts and Skills, Sun India Publications
7. Pandey, M.K., Magical Book Series Analytical Reasoning, BSC Publishing Co Pvt Ltd
8. Agarwal, Dr. R.S., A Modern Approach to Verbal & Non Verbal Reasoning, S. Chand.

Note: Latest edition of the readings may be used.

Unit 1 Fundamentals of Communication Skills

What is Communication ?

Most of the time communication gets confused with conversation.

Latin Word 'Communicare' means sharing.

Oxford Dictionary Says:

It's the process of expressing ideas and feelings or of giving people information.



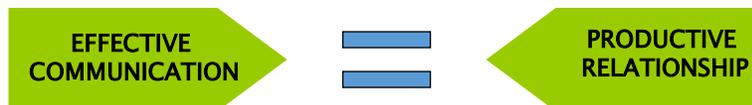
What is Technical/Managerial/Business Communication ?

The transmission of facts, figures, ideas, and all sorts of scientific and technical information.

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Effective Communication ?



We communicate to...

- Get information
- Motivate
- Praise
- Get feedback
- Sell
- Greet
- Etc

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Objective/Purpose of Communication ?

Communication

- Information
- Regulations of Policies
- Motivate
- Advice
- Negotiation
- Order/Instruction
- Raising Morale
- Warnings
- Accomplishment of Functions of Management.

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Features/Do's and Don'ts of Communication

1. Use of familiar and easy words
2. Use of clear sentences
3. Use of sentences of moderate length
4. Use of active voice
5. Avoid redundant & repetition
6. Avoid even an indirect reference to caste, religion etc



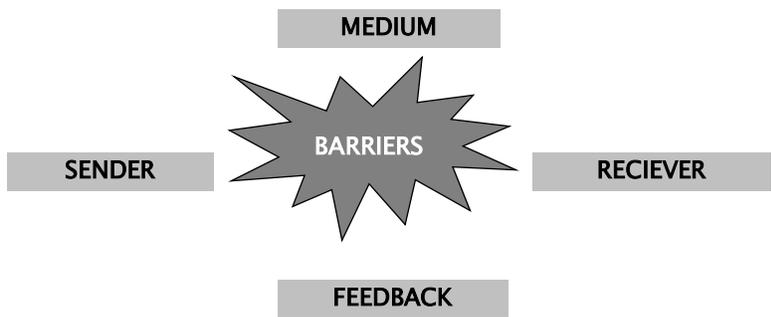
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UNIT 2 Basics of Managerial Communication

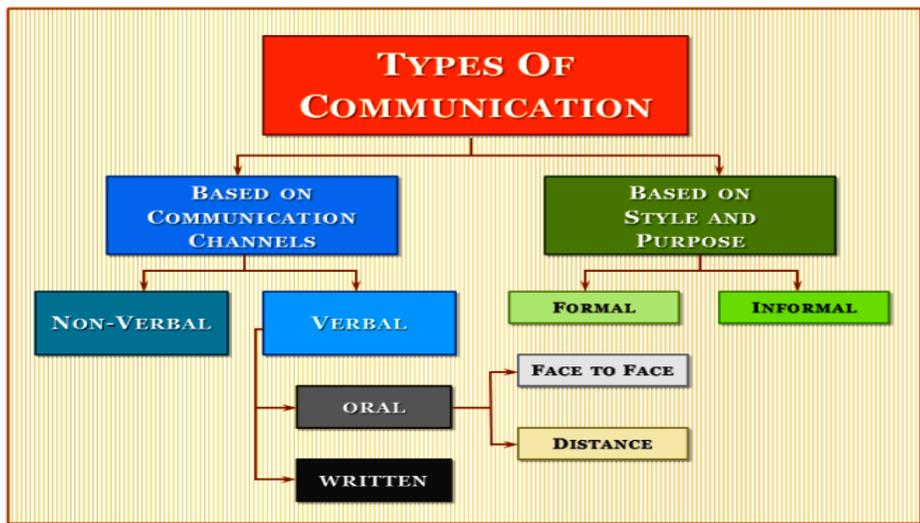
Unit 2.1: Levels of Communication

Process of Communication

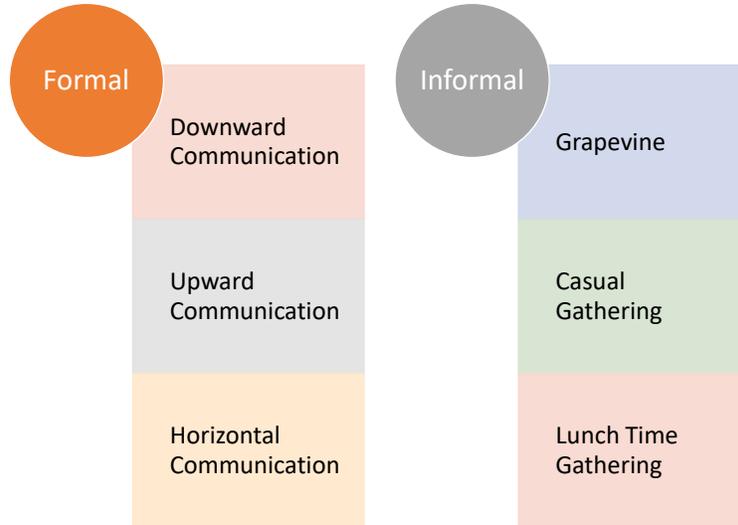


Studies tell 70 % of mistakes in the workplace are a direct result of poor communication.....

Types Of Communication



Forms of Communication



Formal Communication



Formal Communication

1. Downward Communication: It involves the transfer of information, instruction, advice, request, feedback and ideas to subordinate staff.
2. Upward Communication: Communication from subordinate to superiors. Its main purpose is to provide feedback on several areas of Organizational functioning.
3. Horizontal or Lateral Communication: It takes place between professional peer or group of people working on the same level of hierarchy.



Diagonal Communication occurs between sub ordinate of one department with the senior person of another department.

Formal vs Informal Communication

Formal Communication

1. Purely Practical Motives
2. Involve intellect
3. Precise and direct
4. Always impersonal
5. Deals with facts
6. Objective Style
7. Related to specific purpose

Informal Communication

1. Artistic, aesthetic aim
2. Can be an affair of heart
3. Inflated and roundabout
4. Can be personal
5. Deals with emotions & fancy
6. Subjective Style
7. Related to life in General

E.g: Report, proposal, novel etc. E.g: Poetry, novel, short story etc

Grapevine is an informal system of information flow which feeds on rumour and gossip.



Levels of Communication

Human Communication takes place at various levels:

- *Extrapersonal Level*
- *Intrapersonal Level*
- *Interpersonal Level*
- *Organizational Level*
- *Mass Level*

Extrapersonal Level: Communication between human being and non-human entities.

For e.g: Your pet dogs come to you wagging its tail.



Levels of Communication

Intrapersonal Level: Within the individual.

For e.g: You come home annoyed after a meeting with your boss.



Interpersonal Level: Sharing of information among two or more people.



Levels of Communication

Organizational Level: It takes place at different hierarchical Levels.

This can be divided into:

- a) Internal
- b) External

Mass Level: Communication that reaches the audience scattered over a wide geographical area.

It is largely impersonal as participants are unknown to each other.

It requires a mediator to transform information.

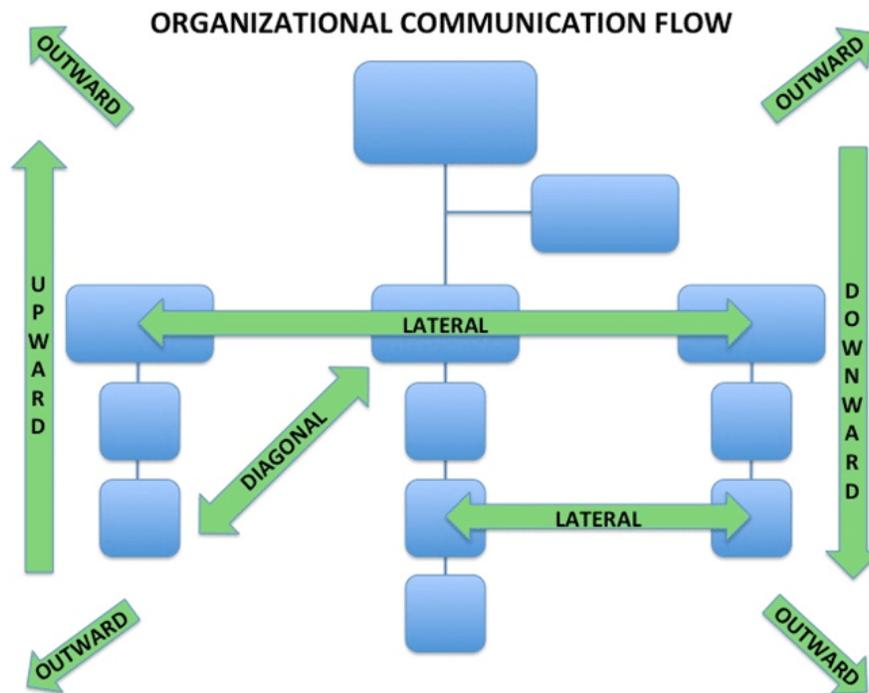
For e.g.: Journals, books, Television, Newspaper.

Flow of Communication

In an organization, communication flows in different directions, which are as follows-

- Vertical:
 - a. Downward
 - b. Upward
- Lateral/ Horizontal
- Diagonal/ Spiral

In slide no 6 it is shown clearly with the help of a flow chart.



Downward Flow of Communication

- Communication that flows from a higher level in an organization to a lower level is a downward communication.

Examples :

- Providing feedback on employees performance
- Giving job instructions
- Orientation Programmes
- Organizational publications, circulars etc



Figure: The flow of vertical communication

Upward Flow of Communication

- Communication that flows from junior level to a higher level in an organization is called upward communication.

Examples :

- Grievance System
- Complaint and Suggestion Box
- Job Satisfaction surveys

Lateral / Horizontal Flow of Communication

- Communication that takes place at same levels of hierarchy in an organization is called lateral communication, i.e., communication between peers, between managers at same levels .
- Example : Feedback
- Suggestions and advice
- Emails etc.

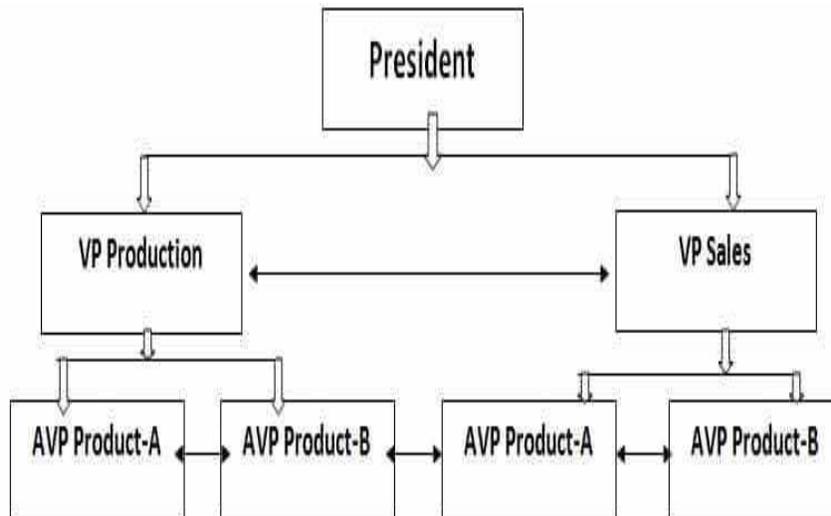
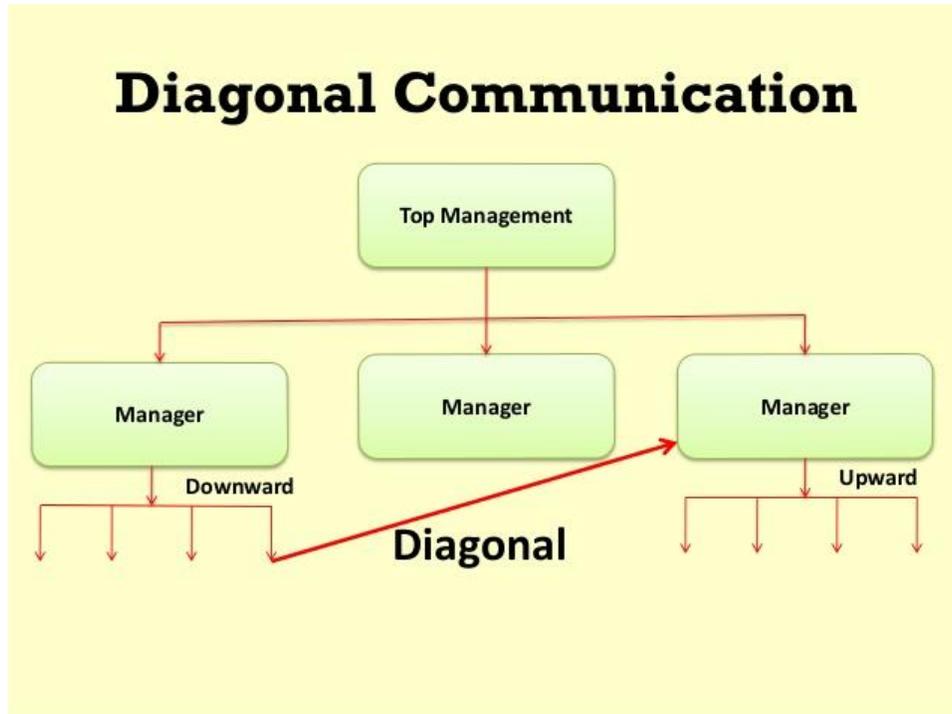


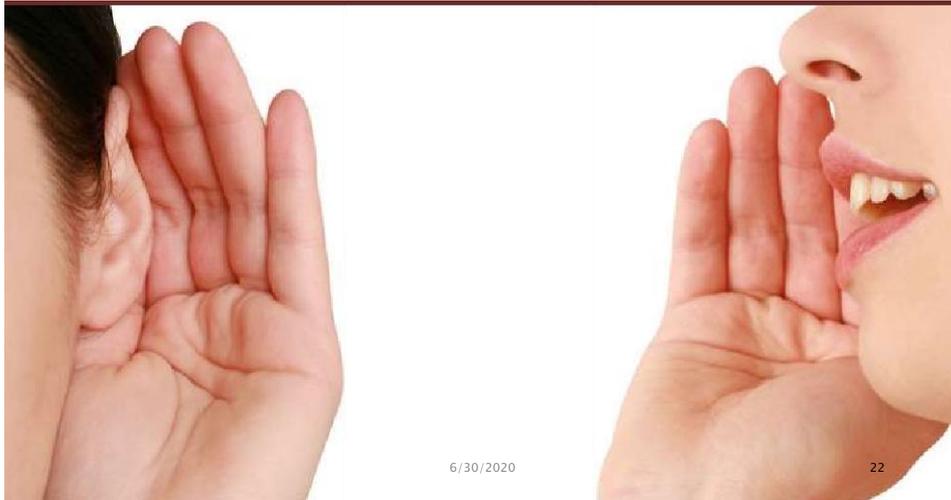
Fig: Horizontal Flow of Communication

Diagonal Flow of Communication

Communication that takes place between a manager (Senior) of one department with the employees (junior) of other department is called diagonal communication. It generally does not appear on organizational chart. For instance - To design a training module a training manager interacts with an Operations personnel to enquire about the way they perform their task.



WHAT IS COMMUNICATION
???



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**COMMUNICATION IS THE ART OF TRANSMITTING
KNOWLEDGE, IDEAS, INFORMATION AND THOUGHTS
FROM ONE PERSON TO ANOTHER.**

**THE TRANSFER SHOULD BE SUCH THAT THE
RECIEVER UNDERSTANDS
THE MEANING AND THE INTENT OF THE MESSAGE
AND GIVE PROPER FEEDBACK**



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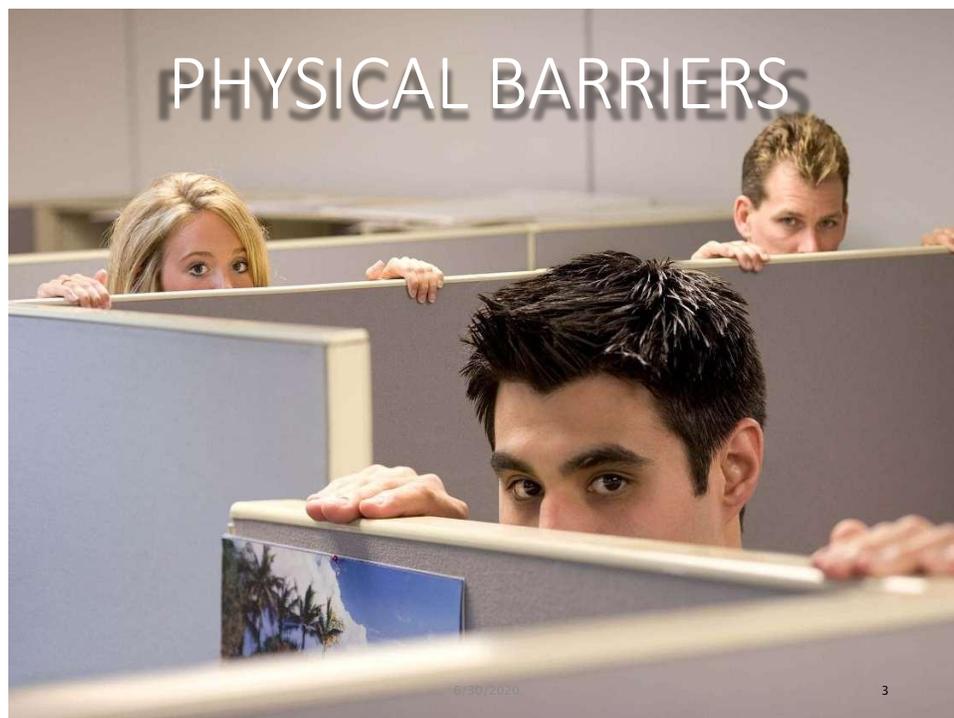
Unit 2.2: Barriers to Communication

CLASSIFICATION OF BARRIERS

- **PHYSICAL BARRIERS**
- **PSYCHOLOGICAL BARRIERS**
- **ORGANIZATIONAL BARRIERS**

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Faulty Organizational Structure

- Large working area
- Closed office doors
- Separate areas for people of different status
- It forbids team member from effective interaction with each other.



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Noise

- Physical noise (outside disturbance)
- Psychological noise (in attentiveness)
- Written noise (bad handwriting/typing)
- Visual noise (late arrival of employees)



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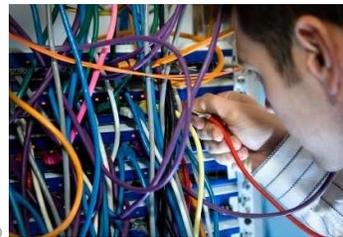
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Time and Distance

- Improper Time
- Defects in Medium of communication
- Network Facilities
- Mechanical Breakdowns



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Information Overload

- Piling up of tasks due to improper time management.
- Excess number of people assigned for same task
- Work overload/Information duplication.



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LANGUAGE BARRIERS

- Different Languages



- No Clarity in Speech



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LANGUAGE BARRIERS



- Using Jargons

- Not being specific



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WHAT IS PSYCHOLOGICAL BARRIER ?

Psychological barriers can be described as the cause of distorted communication because of human psychology problems.



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PSYCHOLOGICAL BARRIERS

- **Attitude and opinions:**
- **Emotions**
- **Filtering and distortion of message**
- **Status difference**
- **In attention**
- **Closed mind**
- **Fields of experience**



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OTHERS INCLUDE:

- **Group identification**
- **Self-image**
- **Premature evaluation**
- **Distrust**
- **Poor retention**



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CROSS-CULTURAL BARRIERS



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WHAT IS CULTURE?



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Cross Culture Communication

- **Meaning of Cross Culture Communication**
- **Understanding different cultures facilitates Cross Culture Communication**
- **Components of Cross Culture Communication**

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Different Cross Cultural Barrier

- Language



- Values



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Different Cross Cultural Barrier

- Social Relation



- Concept of time



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Different Cross Cultural Barrier

- **Concept of space**



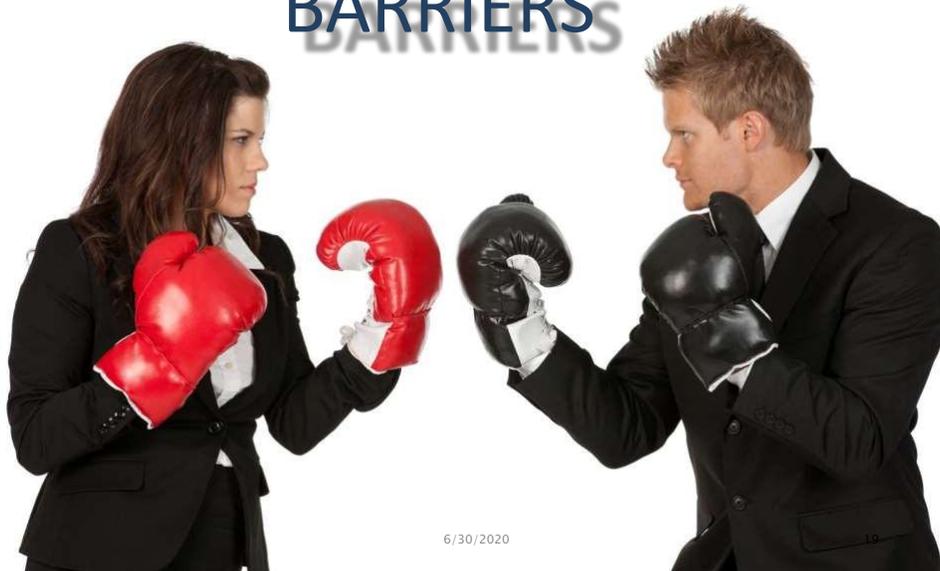
- **Gestures**



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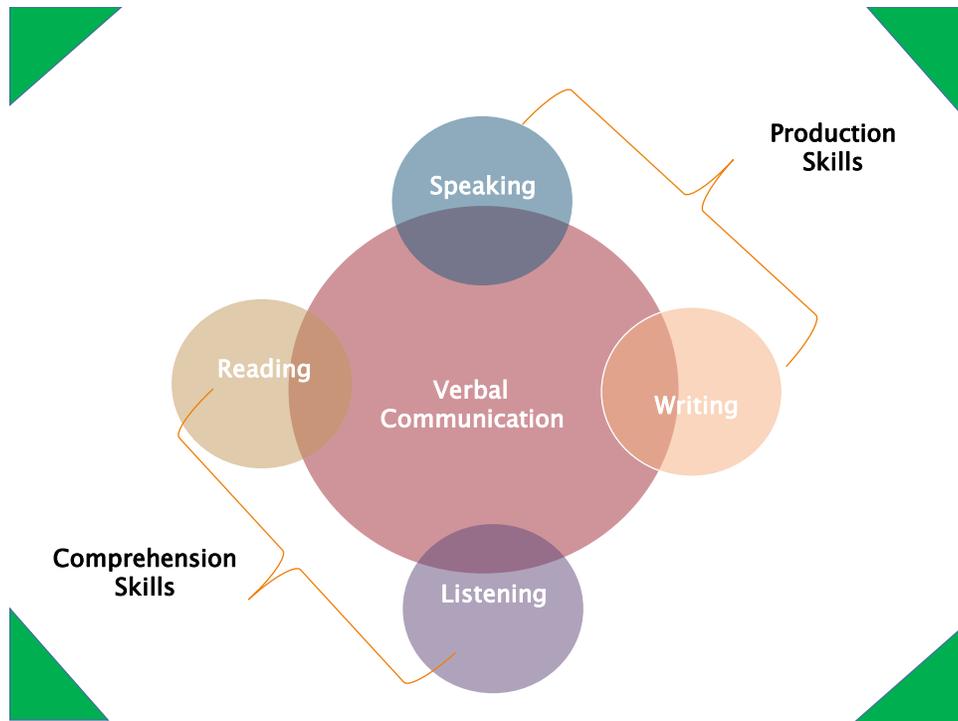
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ORGANISATIONAL BARRIERS



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Unit 3: Listening, Speaking, Reading, Writing



Both listening and speaking are top skills for winning through GDs and Job Interviews

- The more one reads, the more one knows
- The more one writes, the more one reflects
- The more one listens, the more one learns!
- The more one listens, and the more one speaks, the more one communicates!
- The more one communicates, the more successful one becomes!



Communication Skills Are Integrated



Speaking is a more important than listening.

Fact: Both are equally important in effective communication.

Speaking consumes energy, not listening.

Fact: Active listeners spend as much energy as a speaker/jogger.

Listening is an unconscious process

Fact: Listening is an active mental process; hearing is an involuntary act.

Speakers can make their audience listen to them 100 per cent.

Fact: Speakers cannot make their audience really listen.



Barriers to Active Listening

Inadequate language Base

Insufficient technical vocabulary

Combined with fear or shyness to seek clarifications



Barriers to Active Listening

Partial Listening

Distracted with objects on the computer over the phone.

Reading something during a conversation



Barriers to Active Listening

Disinterestedness

Lack of interestedness in the subject

Paying attention to Other subjects

Students recall better Than data shown on Educational video



Barriers to Active Listening

Prejudging the Speaker/Speech

Forming conclusions just by looking at the speaker dress, appearance, posture etc.



Gender & Colour preferences

Status & stereotyping
Affecting critical thinking



Barriers to Active Listening

Over - enthusiasm/ Intolerance

Over-enthusiastic to supply gaps in speaker ideas

Intolerant to wait till the end of the speech

Advances questions & interferes quickly



Five Keys to Effective Writing

- Put the reader first
- Use simple words and short sentences
- Use jargon only when necessary
- Write with verbs and nouns
- Format to improve readability



Plan, Organize, Write

- Before you begin
- Who is the audience (“My audience is _____.”)
- Purpose of the message (“My purpose is _____.”)
- How will the reader use the information (“So that the reader will _____.”)

Tips for effective Writing

- **Develop an outline**
- **Write the easiest part first**
- **Develop major sections one at a time**
- **Introduction for main ideas**
- **Main point in first paragraph**
- **Turn off your internal editor**
- **90% of writing is re-writing and editing**
- **Let the document cool**
- **Run a Fog test**
- **Aim to cut first draft by at least 10%**

Reading Strategies

<p>PREDICT</p>  <p>Try to figure out what might happen next.</p>	<p>VISUALIZE</p>  <p>Picture the people, places, and events being described.</p>	<p>CONNECT</p>  <p>Connect what you are reading to other texts and the real world.</p>
<p>QUESTION</p>  <p>Ask questions about the material you are reading.</p>	<p>CLARIFY</p>  <p>Investigate. Identify main points and summarize.</p>	<p>EVALUATE</p>  <p>Judge the story and the actions of the characters.</p>

Unit 4: Non-Verbal Communication

Body Language

Body Language = Kinesics = the physical movement

Kinesics: the way body communicates without words through various movements of its parts.

A presenter should pay attention to his body language under the following guidelines:

1. Maintain Eye Contact – an effective means of developing rapport.
2. Keep a pleasant face – Face is the index of mind
3. Wear a natural smile



Body Language

Body Behavior & The Messages

- 1) Slumped* posture = low spirits
- 2) Erect posture = high spirits confidence
- 3) Lean forward = open and interested
- 4) Lean away = defensive, disinterested
- 5) Crossed arms = defensive
- 6) Uncrossed arms = willingness to listen

(*fallen or collapsed)

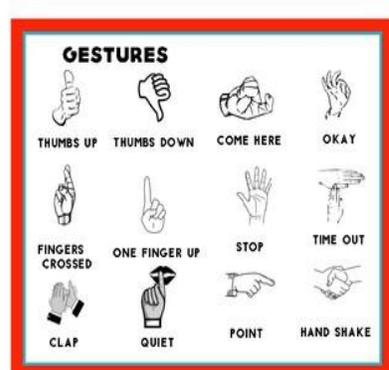
“Your body language shows what kind of person you are”
Antony Alex



Gestures & Posters

Gestures: Movements of body parts to convey meaning.

- Gestures should be coordinated with proper intensity of speech.
- The greater the gesture the louder the speech
- Keep positive posture
- If sitting in chair, push your body to the back
- Keep your legs stationed on the ground.



Non – Verbal Messages

LET ME SPEAK:

- Finger tapping
- Foot tapping
- Staring

EVALUATING:

- Sucks pencil
- Strokes chin
- Looks up and right
- Legs crossed
- Ankle on knee

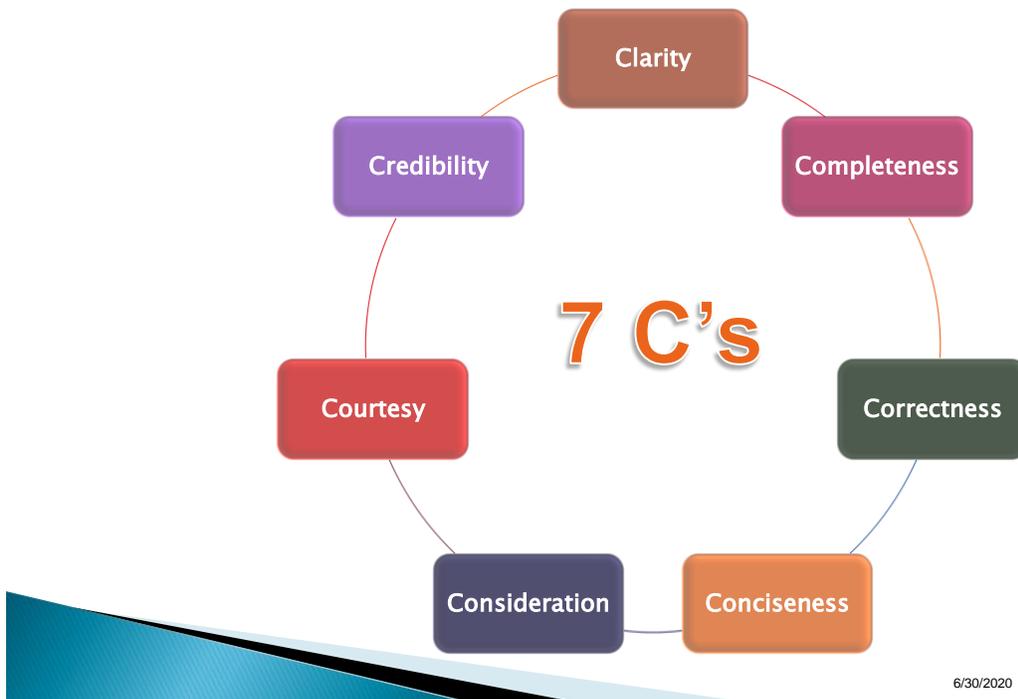
LISTENING:

- Head tilted
- Lots of eye contact
- Nodding
- High blink rate

LYING:

- Touches face
- Hand over mouth
- Pulls ear
- Eyes down

Unit 5: Ingredients of Professional Communication



CLARITY



Complete clarity of thoughts & ideas



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COMPLETENESS



Message must be completed



Convey all the facts



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CORRECTNESS



No Grammatical Error



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CONCISENESS



Convey in least possible words



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CONSIDERATION

“Stepping into the shoes of others”



Audience Analysis



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COURTESY



Respect full, polite & non biased



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CREDIBILITY



Trustworthy &
Reliable



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Unit 6: Notice, Agenda and Minutes

NOTICE

Writing A Notice

Meetings are a form of formal interaction and are held in all organization

There are three major components of a meeting -

Writing A Notice

Notice



Agenda



Meeting

Writing A Notice

Notices are written information about the

**Day,
Date,
Time and
Venue**

of a meeting.

Writing A Notice

Notices are sent to all those who are entitled to attend the meeting.

Generally they are sent a few days before the meeting.

Writing A Notice

While sending the Notice, we should attach the minutes of the previous and relevant meeting held earlier.

This gives the members a chance to bring up anything they do not understand or agree with.

Agenda should also be sent with the meeting.

**Elite Mall
Mohan Nagar, Ghaziabad, 201007**

15th July, 2019

Notice

**The seventh meeting of the executive committee will be held
as per the following schedule :**

Date : 19th July, 2019

Day : Friday

Time : 11:00 am

Venue : Seminar Hall, Hotel Ananya, Ghaziabad

**Adhrit Dwivedi
Secretary**

To the members of the executive Committee.



Writing An Agenda

Agenda provides structure and focus and clearly indicates the purpose of the meeting.

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Agenda provides structure and focus and clearly indicates the purpose of the meeting.

The agenda serves as the road map for the meeting.

Writing An Agenda

Agenda provides structure and focus and clearly indicates the purpose of the meeting.

The agenda serves as the road map for the meeting.

An Agenda is the list of topics to be addressed in the meeting.

**Elite Mall
Mohan Nagar, Ghaziabad, 201007**

The agenda for the seventh meeting of the executive committee to be held on 19th July, 2019 at 11:00 am at Seminar Hall, Hotel Ananya, Ghaziabad -

- **Confirmation of the minutes of the last meeting**
- **Appointment of the Manager at Raj Nagar branch**
- **Announcement of festive discount**
- **Date of next meeting**
- **Any other matter with the permission of the Chair**

**Adhrit Dwivedi
Secretary**

Minutes of Meeting (MoM)

Writing MoM

Minutes are the written proceedings of the business transacted during a meeting.

Minutes serve as an official record of what took place during a meeting.

The minutes are generally recorded sequentially.

Writing MoM

Minutes, thus, are a written record of

**meeting times,
attendance,
topics covered,
discussions and
topics approved.**

Writing MoM

Minutes of a meeting form the basis of future actions such as promotion of staff, determining the incentive, procedural changes etc.

