

BCA-S204: Business Communications

UNIT-I

Concepts and Fundamentals : Meaning of communication, Importance of communication, Communication scope, Process of communication, Communication models and theories, Essentials of good communication - The seven Cs of communication, Factors responsible for growing importance of communication, Channels of communication, Verbal and Non-Verbal communication Formal and Informal communication Barriers of communication.

UNIT-II

Written Communication: Objectives of written Communication, Media of written communication, Merits and demerits of written communication, Planning business messages.

Writing Letters: Business letters, Office memorandum, Good news and bad news letters, Persuasive letters, Sales letters , Letter styles/ layout.

UNIT-III

Report Writing: Meaning & Definition, Types of report (Business report & Academic report), Format of report, Drafting the report, Layout of the report, Essential requirement of good report writing.

Language Skills: Improving command in English, Choice of words, Common problems with verbs, adjectives, adverbs, pronouns, conjunctions, punctuation, prefix, suffix etc.

UNIT-IV

Oral Communication: Principles of effective oral communication, Media of oral communication, Advantages of oral communication, Disadvantages of oral communication, Styles of oral communication.

Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential Features, Structure, Guidelines for Interviewer, Guide lines for interviewee.

Arts of Listening: Good listening for improved communications, Art of listening, Meaning, nature and importance of listening, Principles of good listening, Barriers in listening.

Meetings: Definition, Kind of meetings, Advantages and disadvantages of meetings/ committees, Planning and organization of meetings.

UNIT-V

Job Application: Types of application, Form & Content of an application, drafting the application, Preparation of resume.

Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation).

Business Negotiation: Definition of negotiation, Factors that can influence negotiation, what skills do we need to negotiate, Negotiation process (preparation, proposals, discussions, bargaining, agreement, implementation).

Recommended Books

1. Communication by C.S. Rayudu, Himalaya Publishing House.
2. Communication Today - Understanding Creative Skill by Reuben Ray, Himalaya Publishing House.
3. Successful Communication by Malra Treece.
4. Business Communication Today by Bovee & Thill, McGraw Hill.
5. Principles of Business Communication by Murphy and Hilderbrandth.
6. Effective Communication Skills by O. N. Kaul & K. K. Sharma, Creative Publishers
7. Chicago Manual of style PHI.
8. Essentials of Business Communication by Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons.
9. Business Communication by K. K. Sinha.

PRACTICAL:

Practical-I: BCA-S205: Programming Lab

Practical based on paper BCA S 201

Practical-II: BCA-S206: Basic Physics Lab

Practical based on paper SBCA-202

Practical-III (Audit course): BCA-S207: Communication Skill Lab

Practical based on Paper BCA-S204 using Interactive Learning

software/Language Lab software

BCA-S208: **Seminar:** Seminar topics to be allotted in the beginning of the course by issuing schedule of seminars including faculty seminars