

MOHANLAL SUKHADIA UNIVERSITY, UDAIPUR

BACHELOR OF COMPUTER APPLICATION (BCA Annual Scheme)

(To be offered in affiliated colleges from session 2016-17)

1. Duration of the Course : The BCA (AnnualScheme)course will be of three years duration. Each year will be approximately 10 months (minimum 180 working days) duration.

2. Medium of Instruction : The medium of instruction and examination shall be English.

Second Year B.C.A.

(Effective from session 2015-16)

- (a) The minimum marks for passing II year shall be 40% in each paper and 40% marks in the aggregate of papers.
- (b) A candidate may be promoted to III year if he has/ she secured at least 40% marks in at least six papers/practicals out of 8 theory/practical papers and more than 40% in aggregate. Such candidate shall be required to appear in papers in which he has secured less than 40% marks along with papers of III year when these courses are offered again, so as to satisfy the passing criteria laid in II(a).
- (c) A candidate fails to satisfy the criteria II(a), II(b) for promotion to III year shall be required to rejoin the course in II year, if otherwise eligible in accordance with the University regulations laid in this regard.

BCA 206: Business Communications

(Note: All institutions offering BCA course shall be required to establish a language laboratory for English speaking and other softskills. Institution may use Software from reputed firms like Linguaphone or any other firms for active learning with well defined curriculum)

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 organisation 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 PublishingHouse.
2. Communication Today - Understanding Creative Skill by Reuben Ray, Himalaya PublishingHouse.
3. Successful Communication by MalraTreece.
4. Business Communication Today by Bovee & Thill, McGrawHill.
5. Principles of Business Communication by Murphy andHilderbrandth.
6. Effective Communication Skiils by O. N. Kaul & K. K. Sharma, CreativePublishers
7. Chicago Manual of stylePHI.
8. Essentials of Business Communication by Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons.
9. Business Communication by K. K.Sinha.