

K. Aswathappa, “Human Resource Management”, Tata McGraw Hill Publishing Company New Delhi.

6. Philip Kotler, “Marketing Management”, (9<sup>th</sup> Ed.) Prentice Hall of India.
7. Ramaswamy. V.S. and Namakumari.S. “ Marketing Management : Planning, Control.” New Delhi, MacMillan. 1990.
8. Dr. S.N. Maheshwari, “ Financial Management – Principles and Practices” (6<sup>h</sup> revised Ed.) S. Chand & Sons.

## 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 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

## **BCA 207: Practical I: Database Management & Data Structure Lab.**

Experiments based on the paper BCA 202. & 204

## **BCA 208: Practical II: Business Communications Lab**

