

Branch: BCA	Semester-I
Subject Code: 1101	Lecture: 04 Credit: 04
Subject Title	BUSINESS AND TECHNICAL COMMUNICATION SKILLS

Modules	Sr. No.	Topic and Details	No of Lectures Assigned	Marks Weight age %
UNIT-I	1	Basics of Communication: Objectives and functions of Communication, Nature and scope of Communication in organizational setting, Formal and Informal Communication, Oral and Written Communication, Verbal and Non-verbal Communication Listening	8	36
	2	Basics of English Language: Importance of English in modern times, Parts of speech Tenses, Types of Sentences, Vocabulary building Paragraph building, Summarizing, Problems of Written Communication: Errors of spellings, grammar, punctuation, improper sentence construction, literal translation, faulty formatting etc. Problems of Oral Communication: Confused words, stress, accent, pitch, errors due to regionality etc	10	
UNIT-II	3	Oral Communication: Group discussion, Extempore speech, Mock interviews Reading aloud editorials of newspapers, articles etc. before an audience	10	30
	4	Preparing a Presentation: Factors to be considered before making a presentation (Who, Why, Where, When, How), Psychological Preparation, Preparing Written Material, Preparing Visual Aids , Making the Presentation, Factors affecting the Presentation, Speaking faults in presentations	5	
UNIT-III	5	LETTERS- FORMAT OF LETTERS Principles of Letter writing, Sales letters, Credit letters, Collection letters, Complaint Letters	7	14
UNIT-IV	6	Job Applications Resumes	4	8
	7	Report writing:	6	12
Total			50	100

Text & Reference Books:

1. Urmila Rai, S M Rai , “Business Communication”, Himalaya Publishing House, 2004
2. Urmila Rai, “Business Communication”, Himalaya Publishing House, 1989