

“ Education for Knowledge, Science and Culture.”
 – Shikshanmaharshi Dr. Bapuji Salunkhe
 Shri Swami Vivekanand Shikshan Sanstha’s
VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR
Department of English
Bachelor of Computer Applications (B.C. A. Part-I)
(CBCS) Syllabus with effect from June 2018
AECC: English for Business Communication-1395 A
Theory -Hours 60 (75 Lectures) Credits: 4

Semester I	Theory/ semester-end exam	Practical/internal evaluation		Credits
AECC I	80 marks	20 marks		4
		Home assignment Per module (manual/online)	8	
		Field trip/visits	4	
		Group discussion/debates	4	
		Seminars/ projects/paper presentation	2	

Objectives:

1. To understand the concept, process and importance of communication.
2. To gain knowledge of media of communication.
3. To develop skills of effective communication - both written and oral.
4. To make students familiar with information technology.

		Teaching hours	credits
Module 1	Introduction to Communication: Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication. Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.	15	1
Module 2	Writing Memos, Circulars and Notices: Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular;	15	1

	<p>Notices- Purpose- Format- Important points to remember while writing a notice</p> <p>Writing Business Letter: Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.</p>		
Module 3	<p>Employment Communication –</p> <p>Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters</p> <p>Employment Communication –</p> <p>Job Interview: Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview.</p>	15	1
Module 4	<p>Introduction to office Management</p> <p>1. Introduction of Modern Office, Lay Out and Management, Elements of the Office Management, Environment of an Office,</p> <p>2. Planning and Controlling of Office Functions- Planning of Office System and Routines, Work Flow, Need of Office System and Routine, Difference between office system and routine.</p> <p>3. Personnel Management- Definition and Importance, Selection of the Employees, Training, Remuneration, Supervisions & development of proper working environment, Employee Welfare.</p> <p>4. Time Management- Definition, Importance of Time, setting priorities.</p> <p>5. Stress Management- Definition, Causes of Stress, Positive and Negative stress, overcome of stress in the Office.</p> <p>6. Conflict Management- Introduction, Causes and Cure.</p>	15	1

Reference Books:

- 1) Office Management by Dr.R.K.Chopra, PriyankaGauri, Himalaya Publishing House
- 2) Office Management byJ.C.Denyar.
- 3) Business Communication by N.S.Pradhan, Himalaya Publishing House
- 4) Business Communication by Smt.LeelawatiPatil, Kumar Prakashan.
- 5) Textbook of Office Management by Leffingwell and Robinson.