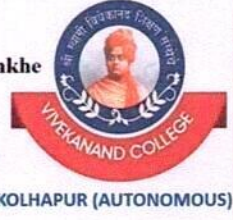


“Education for Knowledge, Science, and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

Vivekanand College, Kolhapur
(Autonomous)



KOLHAPUR (AUTONOMOUS)

Department of English

B.C. A.. Part I



(स्वायत्त) कोल्हापूर

SYLLABUS

Introduced from June 2018




Head

DEPARTMENT OF ENGLISH
VIVEKANAND COLLEGE
KOLHAPUR (AUTONOMOUS)

Choice Based Credit System (CBCS)
Bachelor of Computer Applications
B. C. A. Part-I
AECC: English for Communication (1395 A)
(with effect from June 2018)

SEMESTER I

Course Outcome

After the completion of the course the students will be able to:

- CO1: Understand the concept, process and importance of communication.
- CO2: Draft notice, memo for better internal communication.
- CO3: Write job application and perform effectively in a job interview.
- CO4: Manage day to day office activities through effective communication.

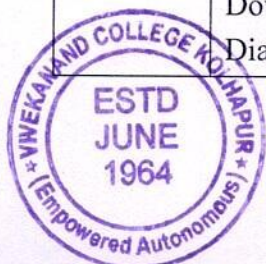
Theory –Hours 60 (75 Lectures)

Credits: 4

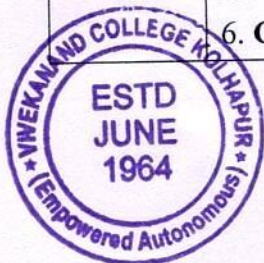
Semester I	Theory/ semester-end exam	Practical/internal evaluation		Credits
AECC I	80 marks	20 marks		4
		Home assignment Per module (manual/online)	8	
		Field trip/visits	4	
		Group discussion/debates	4	
		Seminars/ projects/paper presentation	4	

SYLLABUS

Module No	Units and Sub-units	Teaching hours	credits
Module 1	<p>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.</p> <p>Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine.</p>	15	1



Module 2	<p>Writing Memos, Circulars and Notices:</p> <p>Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo;</p> <p>Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular;</p> <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>	15	1
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



**Semester End Examination
Structure of Question Paper**

Total Marks: 80

Time : 3 hrs

Q. No	Sub Q.	Type of Question	Based on	Marks
1	A	Broad answer type question	Module I	8
	B	Broad answer type question	Module I	8
2	A	Write a business letter	Module II	8
	B	Write a business letter.	Module II	8
3	A	Write a job application letter	Module III	8
	B	Broad answer type question	Module III	8
4	A	Broad answer type question	Module IV	8
	B	Broad answer type question	Module IV	8
5	B	Write short notes. (Any 4)	All Modules	16

Practical: Based on the theory units

40 Marks.

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.

