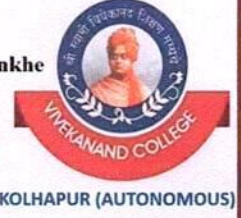


“Education for Knowledge, Science, and Culture”

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

Vivekanand College, Kolhapur
(Autonomous)



KOLHAPUR (AUTONOMOUS)

Department of English

B. C. S. Part I



(स्वायत्त) कोल्हापूर

SYLLABUS

Introduced from June 2018




Head

DEPARTMENT OF ENGLISH
VIVEKANAND COLLEGE
KOLHAPUR (AUTONOMOUS)

CHOICE BASED CREDIT SYSTEM (CBCS)

B. C. S. Part I

AECC: English for Business Communication-1304 A

Syllabus with effect from June 2018

Theory –Hours 60, Credits: 4

SEMESTER I

Course Outcomes:

After completion of the course the students will be able to

CO1: Understand the concept, process and importance of communication.

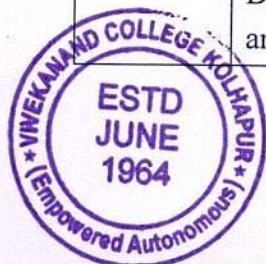
CO2: Gain knowledge of media of communication.

CO3: Develop skills of effective communication - both written and oral.

CO4: Use technology for more effective communication.

SYLLABUS

Module No	Units	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.	15	1
Module 2	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 3	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; Notices- Purpose- Format- Important points to remember while writing a notice	15	1
Module 4	Writing Business Letter: Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.	15	1



Evaluation

Semester I	Theory/ semester-end exam	Practical/internal evaluation		Credits
AECC I	40 marks	10 marks		4
		Home assignment Per module (manual/online)	4	
		Field trip/visits	2	
		Group discussion/debates	2	
		Seminars/ projects/paper presentation	2	

Semester End Examination Structure of Question Paper

Total Marks: 40

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 II	8
2	A	Write a Memo, Notice etc.	Module III	8
	B	Write a business letter	Module IV	8
3	A	Write short notes. (Any 2)	Module I and II	8

Internal Evaluation: 10 marks

Home Assignment, field visits, Group discussion, seminars, projects etc.

SEMESTER II

Course Outcomes:

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

CO1: Draft job application letter and resume in correct format.

CO2: Perform effectively during a job interview.

CO3: Use office drafting for internal communication.

CO4: Use communication to control functions at the office.



SYLLABUS

Module No	Units	Teaching hours	credits
Module 1	Employment Communication – 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	15	1
Module 2	Employment Communication – 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.	15	1
Module 3	Introduction to office Management 1. Introduction of Modern Office, Lay Out and Management, Elements of the Office Management, Environment of an Office,	15	1
Module 4	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. 3. Personnel Management- Definition and Importance, Selection of the Employees, Training, Remuneration, Supervisions & development of proper working environment, Employee Welfare. 4. Time Management- Definition, Importance of Time, setting priorities. 5. Stress Management- Definition, Causes of Stress, Positive and Negative stress, overcome of stress in the Office. 6. Conflict Management- Introduction, Causes and Cure.	15	1



**Semester End Examination
Structure of Question Paper**

Total Marks: 40

Q. No	Sub Q.	Type of Question	Based on	Marks
1	A	Write a job application letter and C. V.	Module V	8
	B	Broad answer type question	Module VI	8
2	A	Broad answer type question	Module VII	8
	B	Broad answer type question	Module VII	8
3	A	Write short notes. (Any 2)	All Modules	8

Reference Books:

- 1) Office Management by Dr.R.K.Chopra, PriyankaGauri, Himalaya Publishing House
- 2) Office Management by J.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.

