

“Education for Knowledge, Science, and Culture”
- Shikshanmaharshi Dr. Bapuji Salunkhe
Shri Swami Vivekanand Shikshan Sanstha's
Vivekanand College, Kolhapur
(Autonomous)



Department of English

B.C.A .Part I
AEC: Business Communication
Course Code: AEC04ENG11




SYLLABUS

Under Choice Based Credit System

To be introduced from June 2023 under NEP- 2020




Head
DEPARTMENT OF ENGLISH
VIVEKANAND COLLEGE
KOLHAPUR (EMPOWERED AUTONOMOUS)

B.C.A .Part I
AEC: Business Communication
Course Code: AEC04ENG11
Syllabus from 2023-24
NEP 2020

Credits: 2

Theory: 30

Internal: 20

Semester I

Course Outcomes:

After completing this 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: Familiar with interdepartmental communication.

| Module No. | Title | Hours | Credits |
|------------------|---|-----------|----------|
| Module I | 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 II | 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 |

B.C.A Part I
AEC: Business Communication
Course Code: AEC04ENG21
Syllabus from 2023-24
NEP 2020

Credits: 2

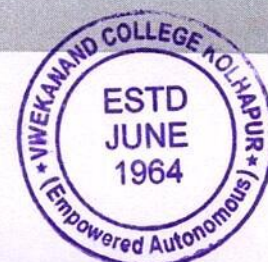
Theory: 30

Internal: 20

Semester II

Course Outcomes:

After completing this course the students will be able to:



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

CO2:Gain knowledge of interdepartmental communication network.

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

CO4:Familiar with business correspondence.

| Module No | Title | Hours | Credits |
|-------------------|--|-----------|----------|
| Module III | 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 IV | Writing Business Letter : Importance of Business Letters; Difference between Personal and Business Letters , Structure and Format of Business Letters ; Types of Business Letters- Enquiry Letter ,Compliant Letter ,Request Letter | 15 | 1 |

References:

- 1.Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 2.Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 3.Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 4.Business Communication -Smt. Leelawati Patil, Kumar Prakashan
- 5.Elements of Business Communication-P. R. Chadha & Sangeeta Magan, International Book House Pvt. Ltd.
- 6.Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 7.Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 8.Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.



B.C.A I (SEM I) Business Communication I

NEP2020

Semester End Examination Pattern**With effect from 2023-2024**

| Paper Number | Title of the paper | Course Code | Semester End Examination | Continuous Internal Evaluation Marks | Total Marks |
|--------------|---------------------------|-------------|--------------------------|--------------------------------------|-------------|
| I | Business Communication I | AEC04ENG11 | 30 | 20 | 50 |
| II | Business Communication II | AEC04ENG21 | 30 | 20 | 50 |

B.C.A I (SEM I)
Business Communication I
Continuous Internal Evaluation

| Evaluation Type | Marks |
|---|-------|
| Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion | 20 |

| Que. No | Sub. Q. | Types of Question | Based on | Marks |
|---------|--------------|---|-----------|-------|
| Q.1 | A | Broad question in about 200 to 300 words. | Module I | 10 |
| Q.2 | A OR B | Draft a Memo OR Draft a Circular | Module II | 7 |
| Q.3 | A | Draft a Notice | Module II | 7 |
| Q.4. | A | Write Short notes . (Any 2 out of 4) | Module I | 6 |

B.C.A I (SEM II)

Business Communication I
Continuous Internal Evaluation

| Evaluation Type | Marks |
|---|-------|
| Home Assignment/ Open Book Test/ Tutorial/Unit Test/PPT presentation/project/group discussion | 20 |



Pattern of Question Paper

Theory - 30

| Que. No | Sub. Q. | Types of Question | Based on | Marks |
|---------|---------|--|-------------------|-------|
| Q.1 | A | Broad question in about 200 to 300 words. OR Broad question in about 200 to 300 words. | Module III | 10 |
| | B | | | |
| Q.2 | A | Write a Business Letter . | Module IV | 7 |
| Q.3 | A | Write a Business Letter. | Module IV | 7 |
| Q4 | A | Write Short Notes | Module III and IV | 6 |

