

SEMESTER- I

Branch: BCA	Semester-I
Subject Code: 1101	Lecture: 02 Credit: 02
Course Opted	Ability Enhancement Compulsory Course – 1
Subject Title	BUSINESS AND TECHNICAL COMMUNICATION SKILLS

Course Objectives

- To demonstrate the fundamental concepts of interpersonal and professional communication.
- To encourage active listening with focus on content, purpose, ideas.
- To facilitate fluent speaking skills in social, academic and professional situations.
- To train in reading strategies for comprehending academic and business correspondence.
- To promote effective writing skills in business, technology and academic arenas.

Course Outcomes

- Enable the students' ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
- Will enable the students to distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
- They will be able to draft effective business correspondence with brevity and clarity.
- Enhance critical thinking by designing and developing clean and lucid writing skills.
- Enhance verbal and non-verbal communication ability through presentations.

Module	Sr. No.	Topic and Details	No. of Lectures Assigned	Marks Weightage
UNIT- I	1.	Communication Basics of Communication, Process of Communication, Components of Communication, Factors of Communication, Barriers to Communication – Physical, Psychological, Semantics, Organizational and Interpersonal Barriers; How to overcome Barriers.	3	6
	2.	Methods of Communication Verbal (Written & Oral) Non-verbal - Non Verbal Communication- Personal appearance; Facial Expression, Movement, Posture, Gesture, Eye Contact	2	4
UNIT- II	3.	Basic grammar and Grammar in context Parts of speech, Verb, Tenses: Form and use, Articles and Prepositions, Transformations of sentences, Common Errors	3	6
	4.	Vocabulary Building Root words (Etymology), Meaning of Words in Context, Synonyms & Antonyms, Collocations, Prefixes & Suffixes, Standard Abbreviations	2	4
UNIT -	5.	Parts of a Formal Letter and Formats Parts/Elements of a Formal Letter - Letter heads	5	10

III		and/or Sender's Address, Dateline, Inside Address, Reference		
		Line(Optional), Attention Line(Optional), Salutation, o Subject Line, Body, Complimentary Close, Signature Block, Enclosures/Attachments, Complete/Full Block Format		
	6.	Types of Letters in Both Formal Letter Format and Emails Claim & Adjustment Letters, Request/Permission Letters Emails- Format of Emails, Features of Effective Emails, Language and style of Emails	3	6
UNIT- IV	7.	Reading and Summarization of passages, reports, chapters, books Graphic Organizers for Summaries - Radial Diagrams like Mind Maps, Flow Charts, Tree Diagrams, Cyclic Diagrams. Point-form Summaries- One-sentence Summaries of Central Idea	3	6
	8.	Technical Writing: What is Technical Writing, Role of a Technical Writer, Steps of Technical Writing Process SRS Software Requirement Specifications: Introduction, Goals Report Writing: Characteristics of writing a good report, Steps in Report Writing, Structure of Report, Types of Reports	4	8
TOTAL			25	50

Text Book:

1. Urmila Rai, S M Rai, "Business Communications", Himalaya Publishing House, 2004

Reference Books:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature, Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas, 2016
5. Sanjay Kumar & PushpLata (2018). Communication Skills with CD. New Delhi: Oxford University Press.
6. Hemphill, P.D., McCormick, D. W., & Hemphill, R. D. (2001). Business Communication with writing improvement exercises. Upper Saddle River, NJ: PrenticeHall.
7. Locker, KittyO. Kaczmarek, Stephen Kyo. (2019). Business Communication: Building Critical Skills, Mcgraw-hill.
8. Murphy, H.(1999). EffectiveBusiness Communication. Mcgraw-Hill.
9. Raman, M., &Sharma, S. (2016). Technical Communication: Principles and Practice. New Delhi: Oxford University Press.