

MCA 106 BUSINESS COMMUNICATION

Objectives:

To develop communication skills and soft skills of students

To enhance the ability of students to participate in group discussions and personal interviews

Module 1 (10 Hours)

Introduction to Business Communication: Meaning, importance, the process of communication, principles of communication, verbal and non-verbal communication, barriers to communication, channels of communication, cross cultural communication. Difference between Professional and General communication.

Module 2 (10 Hours)

Functional Grammar: Verbs, Tense, Voices, Negation and interrogation, conditionals, concord, phrasal verbs, direct and indirect speech, Elimination of common errors.

Module 3 (10 Hours)

Paragraph Writing, Business Letters, Job Application Letters, Resume Reports – Types, Format, Choice of Vocabulary, Coherence and Cohesion
Proposals: Purpose, Characteristics, Types, Structure

Module 4 (10 Hours)

Oral Presentations, Interviews, Group discussion, Soft Skills, Business Etiquette

Module 5 (06 Hours)(as per choice of faculty)

Portion covered can be tested through Internal evaluation only not to be included in University examination)

Value-based Text Reading:

A. Study of the following essays from the text book with emphasis on writing skills:

1. Man and His Environment by Robert Arvill
2. The Language of Literature and Science by Aldous Huxley
3. Humanistic and Scientific Approach to Human Activity by Moody E Prior
4. Gods in this Godless Universe by Bertrand Russell
5. Religion- An Inevitable Part of Human Life by J Milton Yinger

B. Readings of selected short stories:

1. The Renunciation by Rabindranath Tagore
2. The Lament, by Anton P. Chekhov
3. The Barber's Trade Union by Mulk Raj Anand
4. The Eyes Are Not Here by Ruskin Bond

Text Books:

1. Business Communication Today; Bovee et al, Pearson
2. Business Communication, Meenakshi Raman and Prakash Singh, Oxford
3. Improve Your Writing' ed. By V N Arora and Laxmi Chandra, Oxford University Press, New Delhi
4. Technical Communication- Principles and Practices' by M R S Sharma, Oxford University Press, New Delhi.