

KADI SARVA VISHWAVIDYALAYA
BCA – SEMESTER - II
BCA 205 Communication Skills-II

Rationale: It has been observed that linguistic competence is essential to understand the basic concepts of various subjects. Therefore, this course is designed with an aim to make learners proficient & efficient in the use of English language. A sincere effort is being made to expose the learners to the four basic linguistic skills- Listening, speaking, reading & writing.

Learning Outcome:

The student will be able to –

1. Enhance their communication skills.
2. Motivate them to communicate in English effectively.
3. Acquaint them with vocabulary & sentence formation.
4. Get into group tasks like debates, discussions, presentations etc.
5. Improve their writing & presentation skills.

Teaching and Evaluation Scheme: The objective of evaluation is not only to measure the performance of students, but also to motivate them for better performance. Students are evaluated on the basis of internal examinations which consist of Term Work such as class test, quizzes, class participation, home assignments, presentation, Regular Attendance (i.e. Minimum 85%), Internal marks which consist of 40 (20 Term Work + 20 Sessional Exams) marks and External marks which consist of 60 for University examination.

Subject Code	Subject Title	Cr.	Theory/ Practical + Tut	Theory		Practical		T.W+ Sessional Marks	Total Marks
				Hrs.	Max Marks	Hrs.	Max Marks		
BCA 205	Communication Skills-II	4	3 + 1	3	60	-	-	40	100

Course Content:

Unit 1: Written communication and Public Relation

[25%]

- Public Relation: External and Internal relation, Objective of PR
- Written Communication: Meaning, Types, Merits and Demerits of Written communication
- Punctuation and Capitalization

No of lectures: 9

Unit II: Managing Written Communication:

[30%]

- Letters - Layout & Components of letter
- Types of letter – Inquiry, Reply of Inquiry, Order letter, Complaint letter, Adjustment letter
- Reports – Format of Report (follow office template)
- Notice – Format and uses of Notice, Types of Notice – Holiday notice, Notice related to time, exam and program
- Internal Circular
- Memorandum Types of memo – warning memo
- Resume

No of lectures: 9

Unit III: Impact of Technology on Communication and Soft Skills

[20%]

- E-Mail (Etiquettes of E-Mail, Composing E-Mail)
- Conferencing – Audio-Video conferencing, Conducting conference with agenda
- Group discussion and its characteristics
- Presentation skill and its characteristics

No of lectures: 8**Unit IV: Journal (Workbook)**

[25%]

- Story Development
- Paragraph Writing
- Reading Comprehension
- Situational Dialogue

No of lectures: 9**Instructional strategies:-**

1. Building background
2. Direct instruction
3. Review & check of prior knowledge
4. Integrate topics & concepts
5. Guided practice
6. Independent Practice
7. Group discussions
8. Group Exercises
9. Individual exercises
10. Classroom discussions
11. Problem Solving

Text & Reference Books:-

1. Business Communication, Meenakshi Raman & Sangeeta Sharma, Oxford.
2. Mazda, Engineering Management, Addisen Wesley.
3. Koontz H, "Essentials of Management", TMH Publications.
4. S.K Basandra, "Computers Today", Galgotia Publications.

Teaching and Examination Scheme

Unit	Examination Scheme %weightage	Teaching Scheme No of Lecture
Unit 1	25	9
Unit 2	25	9
Unit 3	20	8
Unit 4	30	9
Total	100	35