

Kadi Sarva Vishwavidhyalaya, Gandhinagar
BCA Semester II
BCA202 – Part 1 – Language: English
Professional Communication

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.

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:

Sub. Code	Sub. Type	Subject Title	Teaching Scheme		Exam Scheme				
			Cr.	Hrs. / Week	Theory		Practical		Total Marks
					Internal	External	Internal	External	
BCA 202	Language: English	Professional Communication	2	2	15	35	-	-	50

Courses content:

Unit 1: Business Communication

Business Letter Writing

- Letters – Parts and layout of Business letter
- 5. Inquiry-Reply
- 6. Order-Letter
- 7. Complain letter
- 8. Adjustment letter

(Book 3: Pg no.80-84)

Unit 2 : Impact of Technology in Communication and Soft Skills:

Latest Communication tools:

Email – Etiquettes and composing of E-mail (Book 3: Pg no.131-136)
 (Book4: 120, 121, 122,123, 124)

Blog: Types and steps to create Blog (<http://blogbasics.com/what-is-a-blog/>)

Soft Skills:

Group Discussion: Meaning and Characteristics of Group Discussion (Book 1: Pg no.408-421)

Presentation Skills: Tips for effective presentation. 4P's of Presentation (Book 3: Pg no. 41-44)

Interview Skills: Types, Do's and Don'ts of Interview (Book 1: Pg no.357-383)

Reference Books:

- Book 1. Business Communication, Meenakshi Raman & Prakash Singh, 2nd Edition Oxford.
Book 2. Basic Communication Skills for Technology, Andrea Rutherford, Person
Book 3. Rosily Victor, Communication Skills, Synergy Knowledgeware (Mumbai)
Book 4. Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, The McGraw Hill Publication

Sources Required:

Projector and speakers in class

Activities:

- Group discussion Practice
- Presentation Practice
- Demonstration of Interview
- Manners and etiquette
- How to use and create E-mail and blog

Question Paper Pattern:

University Examination

Duration: 1.5 Hours

Total Marks: 35

Q-1 Unit I & II Objective/Short Questions	(11 Marks)
Q-2 Unit I Descriptive/ Long Questions	(12 Marks)
Q-3 Unit II Descriptive/ Long Questions	(12 Marks)

X ----- X