

First Year B.C.A. (Under Science) Semester I

Course Code: BCA 104

Course Title: Communication Skills

Total Contact Hours: 48 hrs.
(60 Lectures)

Total Credits: 04

Total Marks: 100

Teaching Scheme: Theory- 05 Lect./ Week

UNIT NO.	DESCRIPTION	No. of LECTURES
UNIT 1	1. Introduction to Communication 1.1. Introduction 1.2. Meaning 1.3. Definition 1.4. Process, importance. 1.5. Principles of effective communication 1.6. Scope of Business communication - Internal & External 1.7. Barriers to Communication, Overcoming the barriers	09
UNIT 2	2. Listening Skills 2.1. Types of Listening (theory /definition) 2.2. Tips for Effective Listening 2.3. Academic Listening- (lecturing) 2.4. Listening to Talks and Presentations 2.5. Listening to Announcements- (railway/ bus stations/ airport / stadium announcement etc.) 2.6. Listening to Radio and Television	08
UNIT 3	3. Telephone Skills 3.1. Basics of Telephone communication 3.2. How to handle calls- telephone manners 3.3. Leaving a message 3.4. Making requests 3.5. Greeting and Leave Taking over phone(etiquette) 3.6. Asking for and giving information 3.7. Giving Instructions 3.8. Listening for Tone/Mood and Attitude at the other end Handling the situations especially trouble shooting, Tele-conference handling, Handling Tele interviews for Call Centre's	08
UNIT 4	4. Writing Skills 4.1. Standard Business letter 4.2. Report writing 4.3. Email drafting and Etiquettes 4.4. Preparing agenda and writing minutes of meetings 4.5. Making notes on Business conversations 4.6. Effective use of SMS and Case writing and Documentation	12
UNIT 5	5. Career Skills 5.1. Applying for job 5.2. Cover letters 5.3. Resume and Effective Profiling	08

	5.4. Interviews 5.5. Group discussions	
UNIT 6	6. Soft Skills 6.1. Empathy(Understanding of someone else's point of view) 6.2. Intrapersonal skills 6.3. Interpersonal skills 6.4. Problem solving 6.5. Reflective thinking, Critical thinking 6.6. Negotiation skills	15

Reference Books:

1. Business Communication, Asha Kaul, PHI
2. Business Communication, M. Balasubramanyam
3. Business correspondence and report writing, Sharma, K. Mohan, TataMc-Graw Hill