Shri Swami Vivekanand Shikshan Sanstha's

VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR
Department of English

Bachelor of Computer Science (Entire) (B.Sc. Part-I)
(CBCS) Syllabus with effect from June 2018
AECC: English for Business Communication- BCS I A
Theory –Hours 60 (75 Lectures)   Credits: 4

Semester I	Theory/ semester-end exam	Practical/internal evaluation		Credits
AECC I	40 marks	10 marks		4
		Home assignment Per module (manual/online)	4	
		Field trip/visits	2	
		Group discussion/debates	2	
		Seminars/ projects/paper presentation	2	

Objectives:
1. To understand the concept, process and importance of communication.
2. To gain knowledge of media of communication.
3. To develop skills of effective communication - both written and oral.
4. To make students familiar with information technology.

		Teaching hours	credits
Module 1	**Introduction to Communication**: Basic types of communication- Reading, Writing, Listening, Speaking; Purpose of Communication; Process of Communication; Importance of Communication in Business; Barriers to Communication; Measures to Overcome the Barriers to Communication.	15	1
Module 2	**Communication Network**: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication; Grapevine	15	1

Module 3	**Writing Memos, Circulars and Notices:** Memo- Characteristics of a memo, Language and writing style of a memo- Format of a Memo; Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice	15	1
Module 4	**Writing Business Letter:** Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters.	15	1

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Module 1	**Employment Communication –** **Resume**: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters	15	1
Module 2	**Employment Communication –** **Job Interview:** Importance and Factors Involving Job Interview; Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview.	15	1
Module 3	**Introduction to office Management** 1.**Introduction of Modern Office**, Lay Out and Management, Elements of the Office Management, Environment of an Office,	15	1
Module 4	2. **Planning and Controlling of Office Functions**- Planning of Office System and Routines, Work Flow, Need of Office System and Routine, Difference between office system and routine. 3. **Personnel Management**- Definition and Importance, Selection of the Employees, Training, Remuneration, Supervisions & development of proper working environment, Employee Welfare. 4. **Time Management**- Definition, Importance of Time, setting priorities. 5. **Stress Management**- Definition, Causes of Stress, Positive and Negative stress, overcome of stress in the Office. 6. **Conflict Management**- Introduction, Causes and Cure.	15	1

Reference Books:

1) Office Management by Dr.R.K.Chopra, PriyankaGauri, Himalaya Publishing House
2) Office Management byJ.C.Denyar.
3) Business Communication by N.S.Pradhan, Himalaya Publishing House
4) Business Communication by Smt.LeelawatiPatil, Kumar Prakashan.
5) Textbook of Office Management by Leffingwell and Robinson.