



Faculty of: **Computer Science**
 Course: **Master of Computer Applications**
 Semester: **I**
 Subject Code: **5CS01CBS1**
 Subject Name: **Business Communication**

Sr. No	Subject Code	Subject Name	Teaching hours/ Week			Credit hours	Credit Points	Evaluation Scheme/ Semester								Total
			Th	Tu	Pr			Theory				Practical				
								Internal Assessment		End Semester Exams		Internal Assessment		End Semester Exams		
								Marks	Duration	Marks	Duration	Marks	Duration	Marks	Duration	
5	5CS01CBS1	Business Communication	4	--		4	4	30	1½	70	2½	--	--	--	--	100

Objectives:-

- The purpose of this course is to develop the students' competence in communication at an advanced level. Assuming that the students are fairly proficient in the basic communication skills of listening, speaking, and reading & writing in English.
- To give a global competitive edge to the students by way of honouring their professional communication skills.
- To enhance the employability skills of the students.
- To make them aware of the process of interview and competencies required.
- To train them to prepare career oriented contributor profile..

Prerequisites:-

Students should have basic knowledge of English language and grammar.
 Students should have ability to speak and write correct sentence in their day to day language.
 Students should be familiar with correct usage of language.
 Students should have basic knowledge of professional communication..

Course outline:-

Sr. No.	Course Contents	Number of Hours
1	Features of Indian English Communication: Correction of sentences – Informal conversation Vs Formal expression – Verbal and non-verbal communication, barriers to effective communication – kinesics – Types of communication – Listening, Speaking, Reading and Writing, Telephone etiquette.	5
2	Technical presentations:	5

	Types of presentation – video conferencing – participation in meeting – chairing sessions – Formal and informal interviews – interviewing in different setting and for different purposes recruiting, performance appraisal, Public Speaking, Debate and Group Discussion.	
3	Written communication – differences between spoken and written communication – features of effective writing such as clarity and brevity.	6
4	Letter-writing – business letters – pro-forma culture – format – style – effectiveness, promptness - Analysis of sample letters collected from industry – email, fax.	6
5	Technical Report writing – Business and Technical Reports Types of reports – progress reports, routine reports – Annual reports – format – Analysis of sample reports from industry – Synopsis and Dissertation writing.	12
6	Personality development, personal grooming and soft skills	4
7	Employability skills	4
8	Interviews	4
9	Resume Writing	4
Total hours		48

Learning Outcomes:-

1. Develop their personality and personal grooming to work effectively at workplace.
2. Be able to prepare their resume in highly contributor manner and develop their employability skills, for interview and technical report writing.

Teaching Methodology:

1. The teaching will be made effective through interactive class room approach.
2. Different kind of soft skills will be improved through drilling method.
3. Active and inactive resources such as Audio & Video-CDs will be utilize for effective teaching learning process

Books Recommended:-

1. Essentials of Business Communication
2. Basic Communication Skills for Technology
3. Business Communication
4. English for Technical Communication – vols. 1 and 2
5. Writing Remedies: Practical Exercises for Technical Writing