



B.C.A.

SEMESTER - V

FC-502: BUSINESS COMMUNICATION

UNIT	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	<i>Barriers to Communication.</i> What is Miscommunication? Levels of miscommunication. Physical and External Barriers. Semantic & Language Barriers. Socio - Psychological Barriers. Organizational Barriers. Corporate Communication Barriers. Methods of Overcoming Communication Barriers.	09	14+06
Unit-2	<i>Information Technology for Communication</i> FAX -E-Mail -Internet -Audio Conferencing -Video Conferencing -SMS-Voice Mail (Advantages and Disadvantages of all the above mentioned Technology)	09	14+06
Unit-3	<i>Selected Business Terms</i> C.O.D.; C.W.O.; C.I.F.; F.O.B.; F.O.R.; E.&O.E.; Cartage, Freight; Excise Duty; Custom Duty; V.A.T; Performa Invoice; Invoice; Trademark; Hypothecation; Ex - warehouse; Debit Note; Credit Note; Pilferage; Demurrage; Power of Attorney; Consignment, Bill of Lading; Bonded Warehouse; Certificate of origin; Advice Note; Letter of Credit (L/C); Warranty	09	14+06
Unit-4	<i>Drafting of Business Letters:</i> Layout of a Business Letter - Appearance of a Business Letter Style and format of a Business Letter - Other Parts or Occasional Parts of a Business Letter - (Attention Line, Post - Script, Window Envelope, Enclosure, Identification Marks etc.)	09	14+06
Unit-5	Essential of an Inquiry Letters and Quotation Letters.	09	14+06

Reference Books:

- 1 Business Communication. Sathya Swaroop Debasish & Bhagaban Das. PHI Learning Private Limited. New Delhi.
- 2 Business Communication and Organization & Management. Rohini Aggarawal Taxman Publisher. New Delhi.
- 3 Business and Managerial Communication. Sailesh Sengupta. PHI Learning Private Limited. New Delhi.
- 4 A Practical English Grammar. A.J. Thomson & A.V. Martinet. Oxford University Press. New Delhi.



Recommended reading:

- 1 Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2 Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3 Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4 Business Communication – HomaiPradhan, Bhende D.S., Thakur Vijaya
- 5 Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 6 Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 7 Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 8 Business Communication and Organisational Management – RohiniAggrawal – Taxman
- 9 Business Communication Strategies – MonipallyMathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
- 10 Handbook of Communication – Narula Uma
- 11 A Handbook of Commercial Correspondence – A. Ashley – Oxford University Press
- 12 Business Communication and Organisationaland Management – C.B.Gupta
- 13 Comprehensive Business Communication – SarojKarnik, P.P.Mehta,- P.V.Kulkarni



B.C.A.

SEMESTER - VI

FC-602: BUSINESS COMMUNICATION

UNIT	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit- 1	<p><i>Objective of Communication</i></p> <p>Merits and Demerits of the following: Upward Communication – Downward Communication – Horizontal – Vertical – Formal – Informal – Grapevine – Consensus – Barriers to Communication Language Barrier</p> <p>Cross Cultural Barrier – Socio – Psychological Barrier – Technical Barriers – Status Barrier – How to overcome from Barriers</p>	09	14+06
Unit -2	<p><i>Letter of Orders & Cancellation of Orders</i></p> <p>Features of an Order Letter – Placing of an Order – Acknowledgement of an Order – Executing Orders (Fully /Partially) – Demanding Extension of time substitute Offers; Cancellation of Orders</p>	09	14+06
Unit-3	<p><i>Complaints and their Adjustments.</i></p> <p>Essentials of a Complaint Letter. Characteristics of a Complaint Letter. Language to be used while drafting a Complaint Letter. Complaint Letters and Replies.</p>	09	14+06
Unit-4	<p><i>Study of Short Stories.</i></p> <p>1 The Cherry Tree -Ruskin Bond 2. Of Studies - Francis Bacon 3. Five Kinds of Workers - Row and Wren (Short notes 2/3 each in 500 words approximately)</p>	09	14+06
Unit-5	<p><i>Study of Poetry</i></p> <p>1 Beauty – John Masefield 2. Old Familiar Faces – Charles Lamb 3. To the Cuckoo – William Wordsworth (Short notes 2/3 each in 500 words approximately)</p>	09	14+06

Text & Reference Books:

- 1 Business Communication. Sathya Swaroop Debasish & Bhagaban Das. PHI Learning Private Limited. New Delhi.
- 2 Business Communication and Organization & Management. Rohini Aggarawal Taxman Publisher. New Delhi.
- 3 Business and Managerial Communication. Sailesh Sengupta. PHI Learning Private Limited. New Delhi.
- 4 A Practical English Grammar. A.J. Thomson & A.V. Martinet. Oxford University Press. New Delhi.
- 5 Bond Ruskin, 'Treasury of Stories for Children', Puffin Books, New Delhi, 2001
- 6 Bacon, Francis, 'English Essayists', (Ed) Sinha, Susanta, OUP, 1987



- 7 Language Through Literature, OUP, 1969
- 8 Palgrave, F. T., 'The Golden Treasury', Rupa & Co, 2001
- 9 'Prism', Ed: Board of Editors, Orient Black swan, 2011
- 10 Green, David, 'Contemporary English Grammar Structures and Composition', Mac Millan, 1971
- 11 Issac, Anish, 'Amazing English', Anish Issac's Publishing House, Kerala, 2006
- 12 Jupp, and Milne, 'English Sentence Structure', ELBS, 1984.

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- 1 Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
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- 8 Business Communication and Organisational Management – RohiniAggrawal – Taxman
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