



# GUJARAT UNIVERSITY

## BCA I SYLLABUS

<b>COURSE TITLE</b>	<b>Communication Skills</b>
<b>COURSE CODE</b>	<b>FC-101</b>
<b>COURSE CREDIT</b>	<b>2</b>
<b>Session Per Week</b>	<b>3</b>
<b>Total Teaching Hours</b>	<b>40 HOURS</b>

### AIM

Communication is a very essential skill for everyone to be successful in their professional carrier and daily life. The objective is to acquaint the students with the basic concept of communication, how to draft formal and business letters, polishing their speaking abilities and revising their grammatical and word power.

### LEARNING OUTCOMES

Communication has to keep pace with people's life style, business and occupations. There are changes in communication style as technology influences everything that we do: business, industry, education, entertainment and our daily lives. As it is used in every walk of life the course is designed keeping in mind all the four language skills – Listening, Reading, Writing and Speaking. The syllabus covers four units named Theory of Communication, Written Communication, Speaking Strategies and Language Work. These four units fulfill the requirement of the communication subject.

### DETAIL SYLLABUS

UNIT	TOPIC / SUB TOPIC	TEACHING HOURS
1	<b>Theory of Communication</b>	<b>10</b>
	• Definition & process of Communication	1
	• Verbal – Non-verbal Communication	2
	• Dimensions of Communication	2
	• Features of effective Communication	2
	• Barriers to effective Communication	2
	• Objectives of Communication	1
2	<b>Written Communication</b>	<b>10</b>
	• Understanding the basics of letter writing	2
	• Business Letters o Inquiry & Reply letters o Placing, Execution and Cancellation of an orders	3
	• Non Business formal letters o Letter to the Post Master o Letter to the Police Commissionaire o Letter to the Municipal Health Commissionaire o Letter to the Editor o Letter to the Director of your college	3
	• Job Application	2

3	<b>Speaking Strategies</b>	<b>10</b>
	• Vowels and Consonants	2
	• Braking words into syllabus and making accent/stress (Elementary level)	2
	• <b>Interview</b> o Introduction o General preparation for an Interview o Types of questions generally asked o Types of Interviews	3
	• <b>Presentation</b> o Preparing an outline of the presentation o Using visual aids o Body language and effective presentation	3
4	<b>Language Work</b>	<b>10</b>
	• Tenses	4
	• Preposition	2
	• Confusables *	2
	• One word substitute	1
	• Homonyms	1

#### TEXT BOOK/S:

##### 1. Communication Skills

**Publisher:**Oxford University press.

**By:** Meenakshi Raman, Sangeeta Sharma

**Unit - 1 :** Chapter-1 Communication Theory

**Unit - 2 :** Chapter-11 Basic Official Correspondence

**Unit - 3 :** Chapter-3 Phonetics

**Unit - 4 :** Chapter-10 Grammar & Vocabulary

#### REFERENCE BOOKS:

1. Communication Skills

Publisher: Prentice Hall of India Pvt Ltd. By Leena Sen,

2. Effective Technical Communication

Publisher: Tata Mac. Co. Ltd By M Ashraf Rizvi

3. Oxford Business English Dictionary

Publisher: Oxford Uni. Press.

4. Business English & Communication

Publisher: Mac Graw Hill International edition

By Lyn R. Clark, Kenneth Zimmer and Joshoph Tinervia,