



DEPARTMENT OF COMPUTER APPLICATIONS
School of Science
SIDDHARTHA ACADEMY OF HIGHER EDUCATION
Deemed to be University

SYLLABUS

Program	MCA	Regulation	MCA-SU24
Subject Code	24EN502	Year & Semester	I Year II Semester
Title of the Subject	BUSINESS COMMUNICATION LAB		

Lecture	2 hrs/week	Continuous Assessment	40
Tutorial	-	Summative Assessment	60
Practical	2 hrs/week	Credits	3

Course Outcomes	By the end of the course, the student will be able to												Cog. Levels
	CO1	Identify the nature and scope of business communication with an emphasis on communication styles and strategies for professional environments.											K1
	CO2	Demonstrate effective public speaking and presentation skills, ensuring they can confidently and clearly convey information to diverse audiences.											K2
	CO3	Apply 7Cs of writing for constructive business correspondence to create constructive and effective business correspondence.											K3
	CO4	Analyse business proposals and reports to enhance their ability to develop and implement effective corporate communication strategies.											K4
	CO5	Evaluate and implement effective corporate communication strategies, social responsibility and cross-cultural communication.											K5
Contribution of Course Outcomes towards achievement of Program Outcomes (L-Low, M-Medium, H-High)		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12
	CO1	M						M		H			
	CO2	M						M		H			
	CO3	M						M		H			
	CO4	M						M		H			
	CO5	M						M		H	M		

1) Vocabulary: Vocabulary Building – Business Vocabulary – Idioms – Antonyms – Synonyms – Analogies.

2) Book Review: Elements of a Book Review (Summary, Analysis, Critique) – Writing Style and Tone in Book Reviews – Evaluating the Strengths and Weaknesses of a Book – Personal Reflections and Recommendation.



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3) Listening Comprehension: Ted Talks – Active Listening Strategies – Note-taking Techniques

4) Nonverbal Communication: Importance of nonverbal Communication – Kinesics – Proxemics – Haptics – Oculistics – Chronemics – Olfactics – Vocalics – Sound Symbols and Signs – Silence – Posture – Adornment – Locomotion – Communication by posture, charts, maps and graphs – Communication by colours – Communication by human behaviour.

5) Presentations: Planning and Structuring a Presentation – Effective Use of Visual Aids – Public Speaking Techniques – Engaging the Audience – Handling Q&A Sessions.

6) Interview Skills: Preparing for Interviews – Types of Interviews (Behavioral, Technical, etc.) – Common Interview Questions and Answers – Body Language and Non-verbal Communication in Interviews – Follow-up and Thank You Notes.

7) Group Discussion: Purpose and Importance of Group Discussions – Strategies for Effective Participation – Active Listening Techniques – Constructive Feedback Giving and Receiving – Handling Conflicts in Group Discussions – Mock GDS.

8) Resume Writing: Components of a Resume (Contact Information, Summary, Experience, Education, Skills, etc.) – Tailoring the Resume for Different Job Applications – Formatting and Layout Guidelines – Keywords and ATS (Applicant Tracking System) Optimization.

9) Video Resume: Purpose and Benefits of a Video Resume – Scripting and Planning the Video Resume Filming and Editing Techniques – Showcasing Skills and Personality on Camera.

10) Technical Report Writing: Purpose and Audience Analysis–Structure of Technical Reports (Abstract, Introduction, Methodology, Results, Conclusion, Recommendations) – Clarity and Conciseness in Technical Writing – Citations and References.

11) Information Transfer: Effective Communication of Information – Structuring Information for Clarity – Tailoring Information for Different Audiences – Verbal and Written Information Transfer Techniques.

12) Organising Meetings & Multi-Tasking: Planning and Scheduling Meetings – Setting Agendas and Objectives – Facilitating Discussions and Decision Making – Time Management Techniques for Multitasking.

Learning Resources

Text Book: Business Communication Lab Manual

References:

- 1) Chauhan, Gajendra Singh and SmithaKashiramka. (2018). Technical Communication. Cengage, Delhi.
- 2) Sanjay Kumar and PushpLata. (2011). Communication Skills. Oxford University Press, New Delhi.

English Language Communication Skills Lab Software:

- 1) Walden
- 2) Softx
- 3) Visionet Spears Digital Language Lab software Advance Pro
- 4) ODII Language Learner's Software, Orell Techno Systems