

## BCA207 Industrial Applications

<b>Teaching Scheme</b> Lectures: 1 hr/Week Tutorials: 1 hr/Week  Credits: 2	<b>Examination Scheme</b> Class Test -6 Marks Teachers Assessment – 3 Marks Attendance – 6 Marks End Semester Exam – 35 Marks
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**Prerequisite:** - English Grammar of 10+2 standard.

**Course Objectives:**

The objectives of this course are:

1. To understand the concepts, process and importance of communication.
2. To equip students with verbal and non-verbal communication skills.
3. To enhance their communication skills in real life situations.
4. To develop awareness regarding appropriate communication and presentation skills.
5. To encourage students by developing their critical thinking through activities.
6. To assist students with employability and job search skills.

**Detailed Syllabus**

<b>Unit-1</b> <b>Communication Skills:</b> Verbal, Non-Verbal, Listening Skills, Writing Skills, Questioning Skills <b>Business Etiquette:</b> Making the First Impression, Importance of Handshakes, Business Card Etiquette, Grooming and Personal Hygiene, Body Language, Telephone and email Etiquette
<b>Unit-2</b> <b>Presentation Skills:</b> Fundamentals of an Effective Presentation, 5 P's of an Effective Presentation, Importance of Visual Aids, Understanding and Overcoming Fear of Public Speaking, Importance of Managing Voice and Language, Managing Question and Answer Session
<b>Unit-3</b> <b>Interpersonal and Team Skills:</b> Initiating Small Talks, Managing Relationships, Understanding the Cultural Diversity, Teambuilding Process and Techniques, Coordination in Teams, Assertive Communication while Dealing with Teams, Balancing Team Needs and Individual Needs, Importance of Feedback in Team Building <b>Conflict Management:</b> Conflict Resolution Strategies, Tools and Techniques for Conflict Management.
<b>Unit-4</b> <b>Facing Interview:</b> Preparing to face interviews, Group Discussion, Resume Building, Role of Attitude: Positive mental attitude, Career Planning, Goal Setting: Establishing SMART Goals, Importance of Mission Statement, Formulation of Goals, understanding and overcoming Procrastination.
<b>Text and Reference Books</b> 1. Business Communication, Bovee & Thill, McGraw Hill, fifth edition, 2007. 2. Business Communication, Raymond V. Lesikar, McGraw Hill, 7th edition, 2009. 3. Soft Skills, Dr.K.Alex, S.Chand 8. Basic English Usage, Michael Swan, Oxford Indian Edition. 4. Business Communication, K.K. Sinha, Galgotia Publications. 5. Effective Speaking, Comfort, Jeremy, Cambridge University Press, 2002. 6. Essentials of Business Communication, Rajendra Pal, J.S. Korlahalli Sultans, Chand and Sons Company.

**Course Outcomes:**

After completing the course, students will be able to:

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| 1. Understand the process of communication and various Business Etiquettes.                |
| 2. Exhibit better presentation skills and speak confidently.                               |
| 3. Apply effective communication skills in a variety of public and interpersonal settings. |
| 4. To draft effective correspondence with brevity and clarity.                             |
| 5. Demonstrate his verbal and nonverbal communication ability through presentations        |
| 6. Know how to confidently face interview and group discussions.                           |