


Programme: B.Com.	Year: First	Semester: First & Second
Subject: Commerce		
Course Code:	Course Title: Business Communication	
Course outcomes: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.		
Credits: 4	Core Compulsory / Elective: Minor	
Max. Marks: 25+75	Min. Passing Marks: 10+25	
Total No. of Lectures: 60		
Unit	Topics	No. of Lectures
I	Introduction Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers.	15
II	NON-Verbal Aspects of Communicating: Body Language, Kinesics, Proxemics, Paralanguage. Effective Listening: Principles of Effective listening, Factors affecting listening exercises, Oral, Written and video sessions, Interviewing skills: Appearing in interviews, Writing resume and letter of application.	20
III	Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication.	12
IV	Report Writing Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report.	13


 अध्यापक
 अर्थशास्त्र संकाय
 विश्वविद्यालय
 3/9/21

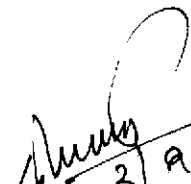
Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, Business Communication Today, Pearson Education
3. Shirley, Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Misra, A.K., Business Communication (Hindi), Sahitya Bhawan Publications Agra

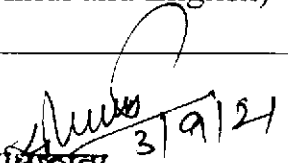
This course can be opted as a minor by the students of following subjects:
Open for all

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)


3/9/21
अधिष्ठाता
वाणिज्य संकाय
सिद्धार्थ विश्वविद्यालय
कपिलवस्तु, मिर्जापुरनगर (3030) 272202


Programme: B.Com.	Year: First	Semester: First & Second
Subject: Commerce		
Course Code:	Course Title: Introduction to Computer Application	
Course outcomes: To acquire skills in reading, writing, comprehension and communication, and also to use electronic media for business communication.		
Credits: 4	Core Compulsory / Elective: Minor	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures: 60		
Unit	Topics	No. of Lectures
I	An Introduction- Computer in Business, Elements of Computer System Set-up; Indian computing Environment, components of a computer system, Software PC- Software packages-An introduction, Disk Operating system and windows.	15
II	Relevance of Data Base Management Systems and Interpretations of Applications; DBMS system Network, Hierarchical and relational database, application of DBMS systems.	20
III	Basics of data processing; Data file structure, Data files organizations; Master and Transaction file. Programme development cycle, Management of data, processing systems in Business organization.	12
IV	Word processing: Meaning and role of word processing in creating of document, Editing, formatting and printing document using tools such as spelling checks.	13
Suggested Readings: 1. Gill, N. S, "Handbook of Computer Fundamentals", Khanna Publishing House, Delhi 2. Shrivastava" Fundamental of Computer& Information Systems" (Wiley Dreamtech) 3. Leon A and Leon M ., " Introduction to Computers" (Vikas, 1st Edition). 4. R.S. Salaria, "Computer Fundamentals", Khanna Publishing House, Delhi. 5. Norton P., "Introduction to Computers", (TATA McGraw Hill) 6. Leon "Fundamentals of Information Technology", (Vikas) 7. Ravichandran, A., "Computers Today", Khanna Publishing House, Delhi. 8. Sinha, P.K., "Computer Fundamental", BPB Publications (Hindi and English) 9. Laudon & Laudon, "Management Information System		


अधिकाता 3/9/21
वाणिज्य संकाय
सिद्धार्थ विश्वविद्यालय
फिलवाड़ा सिद्धार्थनगर (207201) 207202

This course can be opted as a minor by the students of following subjects:
Open for all

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)


अधिष्ठाता 31/9/21
वाणिज्य संकाय
सिद्धार्थ विश्वविद्यालय
कपिलवाट, मिर्जापुर, महाराष्ट्र