

**BHAVNAGAR UNIVERSITY**

**BHAVNAGAR**

**(NACC Accreditation Grade “B”)**

**CREDIT AND SEMESTER SYSTEM  
SYLLABUS**

**BACHELOR OF COMPUTER APPLICATION**

**(B.C.A.)**

**COMMUNICATIVE ENGLISH**

**(In Force From Academic Year: 2011-2012)**

तमसो मा ज्योतिर्गमय



**B.C.A.**  
Credit and Semester System Syllabus

**NAME OF THE SUBJECT:**      **COMMUNICATIVE ENGLISH**

**SEMESTER: 3<sup>rd</sup>**

<b>SR. NO.</b>	<b>PAPER NO</b>	<b>NAME OF THE PAPER</b>	<b>TOTAL MARKS EXT+INT=TOTAL</b>	<b>PASSING STANDARD EXT+INT=TOTAL</b>	<b>TOTAL TEACHING HOURS</b>	<b>CREDITS</b>
<b>Compulsory</b>						
1	03	Communicative English – III	70 + 30 = 100	28 + 12 = 40	15 Weeks x 3 Hours = 45	03

<b>* <u>INTERNAL</u></b>	<b><u>MARKS</u></b>
Assignment	10
Seminar	10
Test	10

**B.C.A.**  
Credit and Semester System Syllabus

**NAME OF THE SUBJECT:**      **COMMUNICATIVE ENGLISH**

**SEMESTER: 4<sup>th</sup>**

<b>SR. NO.</b>	<b>PAPER NO</b>	<b>NAME OF THE PAPER</b>	<b>TOTAL MARKS EXT+INT=TOTAL</b>	<b>PASSING STANDARD EXT+INT=TOTAL</b>	<b>TOTAL TEACHING HOURS</b>	<b>CREDITS</b>
<b>Compulsory</b>						
1	04	Communicative English – IV	70 +30 = 100	28 + 12 = 40	15 Weeks x 3 Hours = 45	03

<b>* <u>INTERNAL</u></b>	<b><u>MARKS</u></b>
Assignment	10
Seminar	10
Test	10



**B.C.A. (COMMUNICATIVE ENGLISH)**  
**SEMESTER – III**

PAPER NO – 03: Communicative English – III:

**Credit: 03**

**Total Marks: 100**  
**Marks: Semester End Examination: 70**  
**Continues Internal Evaluation: 30**

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
<b>Unit – I</b>	English at the Workplace: Chapter: 1 & 2	10	14
<b>Unit – II</b>	English at the Workplace: Chapter: 3 & 4	10	14
<b>Unit – III</b>	English at the Workplace: Chapter: 5 & 6	10	14
<b>Unit – IV</b>	Report Writing: Theory and Practice	08	14
<b>Unit – V</b>	Technical Presentation: Theory and Practice	07	14

**Break up of continuous internal evaluation:**

1. Assignment	10 marks
2. Seminar	10 marks
3. Test	<u>10</u> marks
<b>Total</b>	<b>30 marks</b>

**Reference / Text –Books / Additional Reading:**

1. Textbook - English at the work place ( Dept.of English, Uni. Of Delhi )
2. Business Communication. M.K.Sehgal – Vaudana Khetarpal. Excel Books , New Delhi, Rs.-295.
3. Business Communication. Amrik Singh Sudan & N.Kumar. Anmol Publications Pvt.Ltd., New Delhi,2003 , Rs.-400.
4. The Essence of Effective Communication. Ron Fudlow & Fergus Panton Practice – Hall of India, New Delhi, 2005, Rs.-75.
5. Communication Effectively. Berly Williams, B.A. Sterling Publishers Pvt.Ltd.,New Delhi, 1977, Rs.-45.
6. Effective Communication Skill. Omkar N.Koul, Kamal K.Sharma. Creative New delhi,1995,Rs.-187.
7. Developing Communication Skills. Krishna Mohan & Meera Benergy.
8. *Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.*
9. *Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.*
10. *Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.*
11. *Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai*
12. *Business Communication – HomaiPradhan, Bhende D.S., Thakur Vijaya*
13. *Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.*
14. *Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.*
15. *Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.*
16. *Business Communication and Organisational Management – RohiniAggrawal – Taxman*
17. *Business Communication Strategies – MonipallyMathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.*
18. *Handbook of Communication – Narula Uma.*
19. *A Handbook of Commercial Correspondence – A . Ashley – OxfordUniversity Press.*
20. *Business Communication and Organisational Management – C.B.Gupt*
21. *Comprehensive Business Communication – SarojKarnik, P.P.Mehta,-P.V.Kulkarni*



### SEMESTER – IV

PAPER NO – 04: Communicative English – IV:

**Credit: 03**

**Total Marks: 100**  
**Marks: Semester End Examination: 70**  
**Continues Internal Evaluation: 30**

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
Unit – I	English at the Workplace: Chapter: 7 & 8	10	14
Unit – II	English at the Workplace: Chapter: 9 & 10	10	14
Unit – III	English at the Workplace: Chapter: 11 & 12	10	14
Unit – IV	Technical Proposal	08	14
Unit – V	C.V. Writing / Resume writing	07	14

**Break up of continuous internal evaluation:**

1. Assignment	10 marks
2. Seminar	10 marks
3. Test	10 marks
<b>Total</b>	<b>30 marks</b>

**Reference / Text –Books / Additional Reading:**

1. Textbook - English at the work place ( Dept.of English, Uni. Of Delhi )
2. Business Communication. M.K.Sehgal – Vaudana Khetarpal. Excel Books , New Delhi, Rs.-295.
3. Business Communication. Amrik Singh Sudan & N.Kumar. Anmol Publications Pvt.Ltd., New Delhi, 2003, Rs.-400.
4. The Essence of Effective Communication. Ron Fudlow & Fergus Panton Practice – Hall of India, New Delhi, 2005, Rs.-75
5. Communication Effectively. Berly Williams, B.A. Sterling Publishers Pvt.Ltd.,New Delhi, 1977, Rs.-45.
6. Effective Communication Skill. Omkar N.Koul, Kamal K.Sharma. Creative New delhi,1995,Rs.-187.
7. Developing Communication Skills. Krishna Mohan & Meera Benergy.
8. *Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.*
9. *Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.*
10. *Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.*
11. *Business Communication – Rai&Rai, Himaliya Publishing House, Mumbai*
12. *Business Communication – HomaiPradhan, Bhende D.S., Thakur Vijaya*
13. *Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.*
14. *Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.*
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21. *Comprehensive Business Communication – SarojKarnik, P.P.Mehta,-P.V.Kulkarni*