**MCA [Syllabus] [Theory] Course Code [KCA 103]**

**Communication**

**CO4**

**Introduction to Communication: What is Communication, Levels of Communication,**

**Barriers to communication, Process of Communication, Non-verbal Communication,**

**The flow of Communication: Downward, Upward, Lateral or Horizontal (Peer group) Communication,**

**Technology Enabled communication, Impact of Technology,**

**Selection of appropriate Communication Technology, Importance of Technical Communication.**

**CO5**

**Business letters: Sales & Credit letters; Claim and Adjustment Letters; Job application and Resumes.**

**Reports: Types; Structure, Style & Writing of Reports.**

**Technical Proposal: Parts; Types; Writing of Proposal; Significance.**

**Nuances of Delivery; Body Language; Dimensions of Speech: Syllable; Accent; Pitch; Rhythm; Intonation; Paralinguistic features of voice;**

**Communication skills, Presentation strategies, Group Discussion; Interview skills;**

**Workshop; Conference; Seminars.**