**DR. A.P.J. ABDUL KALAM TECHNICAL UTTAR PRADESH, UNIVERSITY, LUCKNOW**



**EVALUATION SCHEME & SYLLABUS**

**First Year FOR**

**MASTER OF COMPUTER APPLICATION (MCA)**

**(Two Year Course)**

MCA (MASTER OF COMPUTER APPLICATION)

**MCA FIRST YEAR, 2020-21**

SEMESTER-I

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No**  **.** | **Subject Code** | **Subject Name** | **Periods** | | | **Sessional** | | | **ESE** | **Total** | **Credit** |
| L | T | P | CT | TA | Total |
| 1. | KCA103 | Principles of Management & Communication | 3 | 0 | 0 | 30 | 20 | 50 | 100 | 150 | 3 |

**CT**: Class Test **TA**: Teacher Assessment **L/T/P**: Lecture/ Tutorial/ Practical

**Syllabus**

|  |  |  |  |
| --- | --- | --- | --- |
| **KCA103: Principles of Management & Communication** | | | |
| **Course Outcome (CO)** | | **Bloom’s Knowledge Level (KL)** | |
| **At the end of course, the student will be able to** | | | |
| CO 1 | Describe primary features, processes and principles of management. | | K1, K2 |
| CO 2 | Explain functions of management in terms of planning, decision making and  organizing. | | K3, K4 |
| CO 3 | Illustrate key factors of leadership skill in directing and controlling business resources  and processes. | | K5, K6 |
| CO 4 | Exhibit adequate verbal and non-verbal communication skills | | K1, K3 |
| CO 5 | Demonstrate effective discussion, presentation and writing skills. | | K3, K5 |
| **DETAILED SYLLABUS** | | | **3-0-0** |
| **Unit** | **Topic** | | **Proposed Lecture** |
| **I** | **Management**: Need, Scope, Meaning and Definition. The process of Management, Development of Management thought F.W. Taylor and Henry Fayol, Hawthorne  Studies, Qualities of an Efficient Management. | | **08** |
| **II** | **Planning & Organizing:** Need, Scope and Importance of Planning, Steps in planning,  Decision making model. Organizing need and Importance, Organizational Design, Organizational structure, centralization and Decentralization, Delegation. | | **08** |
| **III** | **Directing & Controlling:** Motivation—Meaning, Importance, need. Theories of Motivation, Leadership—meaning, need and importance, leadership style, Qualities of effective leader, principles of directing, Basic control process, Different control Techniques. | | **08** |
| **IV** | **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. | | **08** |
| **V** | **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. | | **08** |
| **Suggested Readings:**   1. P.C. Tripathi, P.N. Reddy, "Principles of Management", McGraw Hill Education 6th Edition. 2. C. B. Gupta, "Management Principles and Practice", Sultan Chand & Sons 3rd edition. 3. T.N.Chhabra, "Business Communication", Sun India Publication. 4. V.N.Arora and Laxmi Chandra, "Improve Your Writing", Oxford Univ. Press, 2001, New Delhi. 5. Madhu Rani and SeemaVerma, "Technical Communication: A Practical Approach", Acme Learning, New Delhi-2011. 6. Meenakshi Raman &Sangeeta Sharma, "Technical Communication- Principles and Practices", Oxford Univ. Press, 2007, New Delhi. 7. Koontz Harold &Weihrich Heinz, "Essentials of Management", McGraw Hill 5thEdition 2008. 8. Robbins and Coulter, "Management", Prentice Hall of India, 9th edition. 9. James A. F., Stoner, "Management", Pearson Education Delhi. 10. P.D.Chaturvedi, "Business Communication", Pearson Education. | | | |