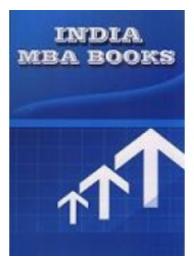# BBA-107 COMMUNICATION AND COMPUTER APPLICATIONS

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COMMUNICATION AND COMPUTER APPLICATIONS

Objective : To enable the students to understand the application of computers in Business Environment with an emphasis on Accounting.

Module I : Communication : Concept, objectives, importance, process and effectiveness. Types
of Communication –upward & downward horizontal and grapevine.

Module II: Media ofCommunication : Written, oral, face toface, visual, audiovisual, modern
media-telex, fax teleconferencing, mail. Media of nonverbal communication.

Module III: Communication Barriers : Wrong choice of medium, Physical barriers, Semantic
barriers, Socio-psychological barriers : remedies toovercome barriers.

Module IV : Resume : Resume writing, preparing the resume, Do's and Don'ts of resume.

Presentation : Presentation skill, tools and techniques of effective presentation. Styles/Types of
presentation, body language, interview preparation.

Module V : Computers : Meaning and classification of computers, input and output device,

Module VI: Central processing unit : types of software, windows operating system, elements
of desktop, Task bars, Control panel, Accessories (Calculator, paint, system tools, note pad).

Module VII : MSoffice : Introduction to Ms-Word –Editing and Formatting text, Finding and
Replacing text and spelling checking, Tables and mail merge.

Module VIII : Introduction to MS-Excel : Introduction to Electronic Spreadsheets, Feature of MS-
Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto
Sum, Copying Formula, Formatting Data, Creating Charts, CreatingDatabase, Sorting Data, Filtering etc

Module IX : Computer applications using internet, chatting and e mailing; computer
applications, advantages and limitations, use in offices, education, institutions, healthcare

Module X : Computer Software : Types of Software, Application software andsystem software, Compiler
and Interpreter, Generations of languages, Low and High Level Languages. Computer Memory : Primary
Memory & Secondary memory. Storage Media. Introduction toWindows Operating System :

Module XI : Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches,

Interview, Group Discussion, English Pronunciation, Building Vocabulary.

Module XII : The non-verbal mode of communication-verbal Vs. Non-verbal communication,

Importance of Non-verbal communication, Elements of Non-verbal communication.

Module XIII : Written Communication : Issues and Principles; Principles of Letter Writing –

Planning Business Letters –Structure and Layout-Specimen Letters-Writing of Business Reports

: nature, Importance and Types : Short Report, Formal Report and routine

Module XIV : Report-Structure : Layout of Reports-Important Preparatory, Steps-Specimen, Report on

Business Issues, Guidelines for writing project reports; Quotation and Orders; Inter-office memorandum.

Module XV : Modern Communication Technology : Electronic Communication System : Tele Printer,

Computer, Fax, E-mail, Voice Mail, Teleconferencing, Video andAudio Conferencing - Duplication

Technology-Storage Devices-Application and Utility of Various communicationTechnologies andDevices.

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