

Skill Enhancement Course Semester-I
BUSINESS ENGLISH COMMUNICATION

Title of the Course	BUSINESS ENGLISH COMMUNICATION
SEC Paper Code	
Semester- I	
Objectives of the Course	<ul style="list-style-type: none"> • To help students develop the language and communication skills needed in a business environment • To help students write business documents and generate content effectively • Develop communication skills to face placement interviews
Learning Outcomes of the Course	<ul style="list-style-type: none"> • The students will learn about business communication and develop business communication skills • The students will acquire written and oral communication skills for better communication in business world • Students will be effective communicators and gain confidence to face interviews
Course Content	
Module: I Role of Communication in Business.	a. Basics of business communication b. Role of Communication in business world c. Patterns of business communication
Module: II Business Correspondence I: Writing Project Reports	a. Business Letters b. Writing Memos c. Writing Minutes d. Writing agenda e. Writing Circular f. Writing Notices
Module: IV Business Correspondence II	a. Writing CV b. E-communication c. Writing job application
Module: III Oral Communication	a. Placement Interview b. Presentation skills c. Effective Communication in Meeting and Group Discussion
Suggestive	1. Bhatia, R.C. , Business Communication, New Delhi: Ane Books

Readings	<p>Pvt Ltd.</p> <ol style="list-style-type: none"> 2. Scot, o., Contemporary Business Communication, New Delhi: Biztnatra 3. Parikh, J P et al, Business Communication: Basic Concepts and Skills, Hyderabad: Orient Blackswan.
Method of Assessment, Measurement & Evaluation	<p>The assessment would consist of two parts;</p> <ol style="list-style-type: none"> 1. 10 marks for internal which would be divided into class attendance (4 Marks) and class performance (6 marks) 2. 40 marks would be allotted for one presentation/ Group Discussion
Method of Internship, Apprenticeship, Project, Community Engagement	Not Applicable