

DEPARTMENT OF ENGLISH

VALUE ADDED COURSE

Name of the Course	: Business Communication
Course Code	: 18ENGVAC01
Coordinator	: Dr K M Johnson, Dept. of English
Duration of the Course	: 30 hrs
Strength	: 30

Objectives of the Course

- To make the learners conversant with the basic forms, formats and techniques of business writing so as to enable them thoroughly prepared to take part in real world business fields.
- Aims to equip the students with the ability to use the communication skills required in meetings, group discussions, interviews and presentations.
- Aims to provide students with the skills and knowledge of communication in the business environment.

Outcome of the Course

- At the end of the course, students are equipped for interviews, group discussions etc.
- They are tailored to meet the demands of the global market.
- Their grammar, pronunciation, stress and accent show definite improvement.

Syllabus

Module I

Presentation Strategies

Analyzing audience and locale, organizing contents, preparing and outlining, kinesics, proxemics, para-linguistics, understanding nuances of delivery, visual aids

(10 Hrs)

Module II

Interviews and Group Discussions

Job interviews: Face to face interviews, telephonic interviews, forms of group discussion, techniques, process, characteristics, skills for group discussions etc.

(10 Hrs)

Module III

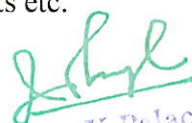
Business Communications

Preparing business letters, memos, emails, reports, preparation of CV/Resume etc.

(10 Hrs)

Mode of Evaluation: Attendance, Practical, Mock interviews, Assignments, Tests etc.




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