



## Sub Committee for Curriculum Development

**Course Name: Business Communication**

**(UG/PG): UG**

**Number of Credits: 2**

**Level: 2**

### **Learning Objective(s):**

Expand vocabulary through wide reading, word study, and discussion. Apply grammar and language conventions to access and communicate information and ideas. Initiate development of oral and written comprehension. Students will apply these skills to everyday life situations. Understand the power of both verbal and nonverbal communication, improve and apply their communication skills to achieve desired outcomes, appreciate the role of communication in building long-term business relationships, develop and deliver an effective presentation, conduct and participate in meetings effectively, understand how to work in diverse teams, communicate better with people from different cultures & use specific tactics and strategies to improve negotiation skills.

### **Pedagogy:**

Class room session  
Presentations  
Class Activity

### **Pre-requisites:**

### **Course Outline:**

<b>Sr. No.</b>	<b>Topics</b>	<b>Hrs</b>
1	Introduction to Business Communication	2
2	Reading Comprehension	4
3	Business Expressions + Role plays	4

4	Letter Writing	4
5	Business Vocabulary & Meeting	4
6	Presentations	4
7	Report Writing	2
8	Group Discussion	2
9	Soft Skills	2
	<b>Total</b>	<b>30</b>

**Book Recommended:**

**Research Papers/Articles recommended for reading:**

**Suggested Evaluation Methods:**

Quiz

viva

Presentation

Assignments

**Parallel/Similar courses the existing curriculum:**

S.No.	Name of the course	Institute where it was offered

Name of Member					
Designation					
Org. / Inst.	SICSR				
Signature					

Name of the Expert:

Signature:

Date: