

**Rashtriya Shikshan Sanstha's
Swami Vivekanand Night College of Arts and
Commerce**

Dombivli – 421201

COURSE OUTCOMES

Academic Year: 2016-17

Department: English

Class: F.Y.B.Com.

Name of the Course: Business Communication

Course Code: Semester I UBCOMFSI.4

Business Communication – Paper I		
Topics	Course Outcomes	Teaching Methods
Unit 1: Theory of Communication	<ol style="list-style-type: none">1. The students develop awareness about the complexity of communication in a dynamic business environment.2. They develop effective oral, written and listening skills required in business arena.3. They also demonstrate the effective use of communication technology.	<ol style="list-style-type: none">1. Chalk and talk.2. Explanation on selected grammar topics and revision.3. PPTs4. Class tests.5. Home assignments.6. e-Resources
Unit 2: Communication at the Workplace		
Unit 3: New Media in Communication		
Unit 4: Business Correspondence		
Unit 5: Writing Skills		

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COURSE OUTCOMES

Academic Year: 2016-17

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Name of the Course: Business Communication

Course Code: Semester II UBCOMFSII.4

Business Communication – Paper II		
Topics	Course Outcomes	Teaching Methods
Unit 1: Group Communication	<ol style="list-style-type: none">1. The students develop awareness about the complexity of communication in a dynamic business environment.2. They develop effective oral, written and listening skills required in business arena.3. They also demonstrate the effective use of communication technology.	<ol style="list-style-type: none">1. Chalk and talk.2. Explanation on selected grammar topics and revision.3. PPTs4. Class tests.5. Home assignments.6. e-Resources
Unit 2: Public Relations		
Unit 3: Business Correspondence		
Unit 4: Report Writing		
Unit 5: Language and Writing Skills		