

**Rashtriya Shikshan Sanstha's**  
**Swami Vivekanand Night College of Arts and**  
**Commerce**  
**Dombivli – 421201**

**COURSE OUTCOMES**

**Academic Year: 2016-17**

**Department: English**

**Class: S.Y.B.A.**

**Name of the Course: Business Communication (Applied Component)**

**Course Code: UBCOMFSI.4**

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

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**Department: English**

**Class: S.Y.B.A.**

**Name of the Course: Business Communication (Applied Component)**

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