

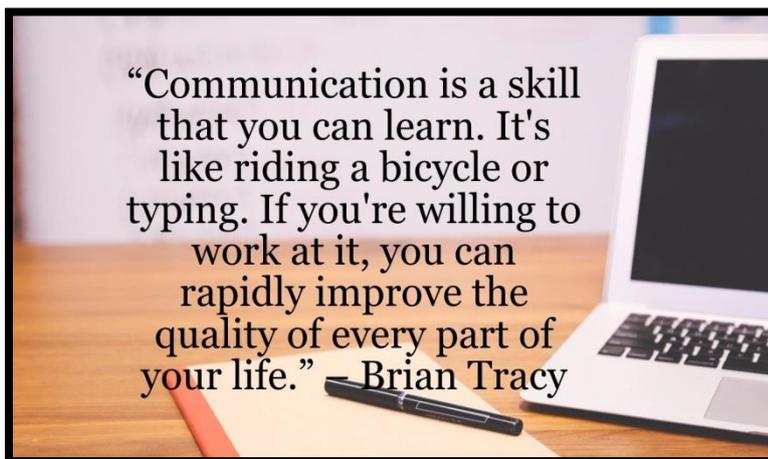
# Course: Business Communication

## Program: First Year Bachelor of Commerce



# 1. Course Information

- Duration: 2 Semesters of First Year B.Com
- Credits: 3 Each Semester
- Ability Enhancement Courses (AEC)
- Lectures -3 & Tutorials - 4 per week



## **2. Objectives**

- 1-Enhance the understanding of communication process**
- 2-Boost confidence to read, write and speak English language effectively**
- 3-Inculcate employability skills**
- 4-Sharpen the soft skills**
- 5-Widen the knowledge regarding business communication**
- 6-Master presentation skills and public speaking**
- 7-Prepare students for interviews and group discussion**
- 8-Master the business correspondence**
- 9- Create awareness regarding importance of public relations & work ethics**



# **3. Syllabus Semester-I**

## **Business Communication- Paper I**

### **(3 Credits)**

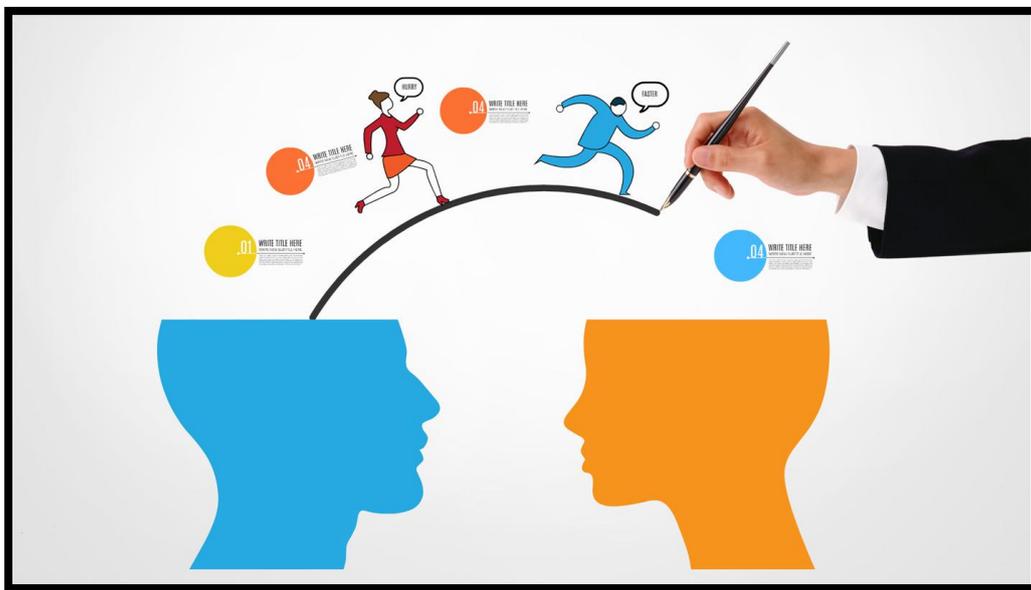
**Modules:-**

**1- Theory of Communication**

**2-Obstacles to Communication in Business World**

**3-Business Correspondence**

**4-Language and Writing Skills**



## **4. Syllabus Semester-II**

# **Business Communication- Paper II**

### **(3 Credits)**

**Modules:-**

- 1-Presentation Skills**
- 2-Group Communication**
- 3-Business Correspondence**
- 4- Language and Writing**





# 6. Photographs of Activities FY.BCom Programme Course- Communication Skills in English



# Photographs of Activities

## FY.BCom Programme

### Course- Communication Skills in English



**Designed By – Miss Manali Pawar**