

SAINTGITS COLLEGE OF APPLIED SCIENCES

Value Added Course

BUSINESS COMMUNICATION

Course Code - VENGBC002

Aim of the course

- To make the students competent in their job-seeking and job-getting and job-holding needs. The course shall cater to equipping the students in comprehensive language enhancement and to familiarise the importance of communication in business.

Objectives of the course

- 1) To equip themselves in oral and written communication to enhance their academic and professional use of language.
- 2) To familiarise the methods of communication, relevant to various business situations and to build up communication skills among situations.
- 3) To train themselves in making effective presentations.

Course Outline

MODULE- I (Oral and Written skills for jobs and careers)

- a) Applying for jobs- preparing resumes- curriculum vitae-writing covering letters.
- b) Preparing for interviews- taking interviews.
- c) Job interviews- group discussions. (15 hours)

MODULE- II (Workplace Communications)

- a) Emails- business enquiry letters- complaints and grievances, apology- leave applications.
- b) Structuring and delivering a presentation- telephonic etiquettes, role plays.
- c) Reviews (films, books, journals, articles). (15 hours)

