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SAINTGITS COLLEGE OF APPLIED SCIENCES

VALUE ADDED COURSE 2018-19



BUSINESS COMMUNICATION

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ABOUT THE COURSE

To make the students competent in their job-seeking, job-getting and job-holding needs. The course shall familiarise students with the importance of communication in business.

OBJECTIVES

- To equip students in oral and written communication to enhance their academic and professional use of language.
- To familiarise the methods of communication, relevant to various business situations

EXPECTED OUTCOMES

- Manage communication requirements of the industry
- Prepare letters, e-mails and resumes
- Conduct presentations and attend job interviews with confidence

DURATION

The course is designed for 30 hours

CONTENT

Business letters, E-mails, Job Interviews, Group Discussion, Presentations, Reviews, Resume, Etiquettes

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- Practice materials
- Practical sessions
- One to one feedback

ADVANTAGES

- Enhance confidence to meet the communication needs of the job industry
- Familiarise students with various business contexts
- Opportunities to practice skills required for the industry



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