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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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# **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)





