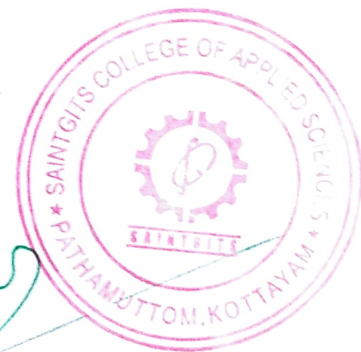




SAINTGITS COLLEGE OF APPLIED SCIENCES

VALUE ADDED COURSE 2019-20

BUSINESS COMMUNICATION



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ABOUT THE COURSE



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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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FEATURES

- 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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James



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)

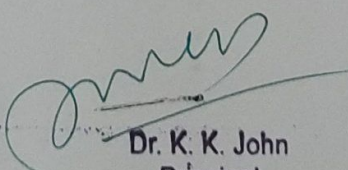
- a) Applying for jobs- preparing resumes- curriculum vitae-writing covering letters.
- b) Preparing for interviews- taking interviews.
- c) Job interviews- group discussions.

(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)


Dr. K. K. John
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