

COURSE OBJECTIVES & COURSE OUTCOMES

Subject: Business Communication - I

F.Y.B.COM (Accounting & Finance)

(Semester I)

Sr. No.	Course Objectives	Course Outcomes
1)	To introduce the concept and need of communication. To enable the students to evaluate the objectives and identify various methods and modes of communication.	Students would be able to relate the importance of communication. They will identify and learn about its various channels and methods and modes.
2)	To enable the students to assess the various obstacles to communication, importance of listening skills and introducing them to the concept of Business Ethics.	Students would evaluate the various factors due to which a communication cannot be complete. They will examine the importance of listening and how to cultivate good listening skills. They will also learn about business ethics, workplace ethics, CSR, Intellectual Property Rights, Human rights violations etc.
3)	To enable the students to draft various business and personnel correspondence.	Students would be able to construct different layouts of business letter writing. They will also learn to draft various personnel correspondence like job application letter, preparation of resume etc.
4)	To equip students with various language and writing skills.	Students would be equipped with interpretation, writing, and editing skills. They would also be learning speaking skills by various reading activities.