

COURSE OBJECTIVES & COURSE OUTCOMES

Subject: Business Communication - II

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

(Semester II)

Sr. No.	Course Objectives	Course Outcomes
1)	To enable students to learn presentation skills by using different tools of presentation.	Students would evaluate principles of effective presentation and also effective use of various tools like OHPs and transparencies. They would also be equipped with making Power Point Presentations.
2)	To make students examine the importance of communication while in group and also the various types of group communications.	Students would discuss about group discussions as part of interview process. Also, they would assess the need and importance of meetings, conferences and public relations
3)	To enable students to draft trade letters.	Students would be able to draft different trade letters. Also, they would design promotional fliers, consumer grievance letters and letters under RTI Act.
4)	To enable students to make summaries and different types of business reports.	Students would be equipped with making feasibility and investigative reports.