

COURSE OBJECTIVES AND COURSE OUTCOMES
B.COM. (BANKING AND INSURANCE) - SEMESTER - I
SUBJECT: BUSINESS COMMUNICATION - I

Sr. No.	Course Objectives	Course Outcomes
1)	To acquaint the components of communication and its dynamic nature	This course will make the student well equipped with knowledge of business communication, the Concept, Channels, Objectives and Methods of Communication.
2)	To identify appropriate channels, modes and media depending on specific communication needs.	The Course will also try to understand the obstacles and problems faced during the conduction of effective communication.
3)	To compare and contrast the role of technology in order to communicate effectively	Business Correspondence being an important aspect of today's growing business world, this course will help the student to be prepared will all required knowledge of business correspondence
4)	To acquaint ethical business behavior, discuss writing competency To acquaint the various barriers that could obstruct smooth communication	The course will also make the student aware about the language to be used in business correspondence and skill of writing business correspondence.