

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.COM. (SEMESTER - I)

SUBJECT: BUSINESS COMMUNICATION - I

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the process of communication and its multifaceted nature.	The student synthesizes the finer nuances of the process of communication and thereby assesses its use in day-to-day life
2)	To assess and justify the place of technology in the world of work and in personal communication	Students would be able to compare and contrast social networking media and ICT platforms and investigate their relevance in enhancing personal and professional connectivity
3)	To examine appropriate channels, modes and media depending on specific communication needs	Students would be able to assimilate knowledge to construct different types of messages, using different media and modes, depending on the purpose of communication
4)	To examine ethical business behaviour, and assess the use of ethical behaviour in day-to-day life To familiarise themselves with the concept of Corporate Social Responsibility (CSR)	Students would be aware, and in a position to synthesize the code of conduct, and the professional and ethical behaviour at the workplace Students would be able to assess and justify the role that CSR plays towards the society and the environment
5)	To identify and assess various barriers that could hinder smooth communication	Students can investigate and overcome various barriers by understanding and assessing theoretical concepts and case studies Students can design communication to avoid barriers
6)	To identify and explain the process of listening and to acquire listening skills	Students could learn to compare and contrast the process of listening and hearing for examining the difference and to become successful communicators To assess the factors that could cause misunderstandings due to poor listening skills Students would be in a position to design innovative ways of overcoming obstacles and thereby improving listening skills
7)	To plan and develop writing competency strategies: Letters-Parts, Structure, Types Statement of Purpose	Students would be in a position to design business correspondence that would be required in their professional lives

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.COM. (SEMESTER - II)

SUBJECT: BUSINESS COMMUNICATION - II

Sr. No.	Course Objectives	Course Outcomes
1)	To identify and develop skills to perform well at interviews and group discussions	Students would be familiarised with oral and group communication skills to enable better participation and presentation during interviews and group discussions
2)	To identify the dynamics of a meeting and assess the role of various people involved	Students would learn and examine group communication skills with specific reference to meetings held in an organization
3)	To acquaint the students with the importance of committees and conferences	Students would be in a position to synthesize the meaning and justify the importance of attending, organizing and contributing to committees and conferences
4)	To justify the meaning, need and importance of Public Relations (PR) To assess the concept of crises and its management	Students would learn the role and impact of Public Relations Students would identify crises and learn crises management skills
5)	The students would be able to compose effective content for business correspondence	Students would learn to construct the rules and formats for effective business correspondence
6)	To enable students to design reports of activities and events and business proposals	Students would learn to compose effective report writing and business proposals
7)	To examine the RTI Act and draft applications	Students would be able to construct RTI applications and grasp the importance of RTI in day-to-day life
8)	To identify effective summary writing skills	Students can examine the central idea of the text, condense and present a summary
9)	To inspect the practical applications of communication	Students would synthesize and apply the concepts of communication and correspondence in tutorials, through practical, oral and written exercises