

COURSE OBJECTIVES AND COURSE OUTCOMES

F.Y.B.M.S. (SEMESTER - I)

SUBJECT: BUSINESS COMMUNICATION - I

Sr. No.	Course Objectives	Course Outcomes
1)	To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation	The students will penetrate the communication skills used in the business world
2)	To apprehend the importance of specifying audience and purpose and to select appropriate communication choices	It will enable them to enhance their verbal communication using modern technology
3)	To penetrate and appropriately apply modes of expression in written, visual, and oral communication.	Learners will be benefitted to write business letters effectively
4)	To improve students Interpretation, Reading, Writing and Speaking skills for official communication	The learner will be conversant with business or official communication terms and writing skills