

COURSE OBJECTIVES AND COURSE OUTCOMES

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

SUBJECT: BUSINESS COMMUNICATION - II

Sr. No.	Course Objectives	Course Outcomes
1)	To inculcate effective communication skills in students with regards to both verbal and non-verbal formats	Learners will acquire knowledge about the effective use of OHP, Transparencies and to prepare Power Point Presentation
2)	To sensitize students towards different methods of effective communication strategies and their impact on the business environment	Learners excel to interpret and illustrate Group Discussion, prepare for an Interview, Conduct Meeting and Group Dynamics, understand the importance of Conference and about modern methods like Video and Tele Conferencing
3)	To penetrate theoretical aspects of the day-to-day workings of the business organization	Learners will be able to write business correspondence through the art of letter writing
4)	To improve the communication skills of students for formal interactions	Students will be able to express their professional views and communicate effectively