

Sant Gadge Baba Amravati University, Amravati

Faculty of Humanities

Subject: English.

Generic Open Elective Course (Level 4.5)

Course Title- Business Communication

Generic Open Elective Course (GOEC)	Course	UG
	Level	4.5
	Title of Paper	Business Communication
	Course Code	61505
	No. of Credits	02
	Lectures	30 (2 Hrs per week per batch)
	Total	50 Marks

Faculty of Humanities

Subject: English

Generic Open Elective Course (Level 4.5)

BA Part I Semester - I

Course Title- Business Communication

Course Objectives	This paper is aimed at helping the students to... 1. Recognize various dimensions of business communication 2. Comprehend stages involved in the process of business communication 3. Use these skills for better performance in individual and professional life 4. Get to know the application of the business communication skills in day-to-day life 5. Use these skills for creating healthy atmosphere at different social and professional levels	
Course Outcome	After Completion of this course students will able to - 1. Recognize various dimensions of business communication. 2. Understand the importance of communication skills in overall development. 3. Apply these skills for better performance at different levels. 4. Know how to apply these skills for success in life and career. 5. Create various conducive opportunities for others to take advantage of their expertise.	
Unit	Course Contents	Learning Hours
Unit -I	Formal Letters	8 Hours
Unit -II	Formal Circulars and Memo Writing	7 Hours
Unit-III	Formal E- mail writing	7 Hours
Unit-IV	Agenda, Minutes of Meeting and Action Taken Report	8 Hours

Distribution of Marks	
Internal Assessment	
Written Examination on Unit I, II,III and IV	30 Marks
Practical Based on the Syllabus	10 Marks
Personal Interview	10 Marks
Total	50 Marks

Reference Books:

Sr No.	Name of the Book	Author	Publication	Unit Covered
1	English Grammar and Communication Skills	Prof. Sakina Raja	Jalgaon : Prashant Publications	ALL
2	Business Communication	Anil Patil and Hemantkumar Patil	Jalgaon : Prashant Publications	
3	English for Commerce & Business	Anil Patil	Jalgaon : Prashant Publications	
4	Communication Skills	Vivek Kayade	Jalgaon : Prashant Publications	