

## VALUE ADDED COURSE -1

**NAME OF THE COURSE** : CERTIFICATE COURSE IN BUSINESS COMMUNICATION  
**COURSE COORDINATOR** : DR. K.P JOHN, DEPT. OF COMMUNICATIVE ENGLISH (SF)  
**DURATION OF THE COURSE** : 30 hrs  
**STUDENTS INTAKE** : 30

### OBJECTIVES OF THE COURSE

- To make the learners conversant with the basic forms, formats and techniques of business writing so as to enable them thoroughly prepared to take part in real world business fields.
- Aims to equip the students with the ability to use the communication skills required in meetings, group discussions, interviews and presentations.
- Aims to provide students with the skills and knowledge of communication in the business environment.

### SYLLABUS

#### MODULE I

##### PRESENTATION STRATEGIES

Analyzing audience and locale, organizing contents, preparing and outlining, kinesics, proxemics, para-linguistics, chronemics, understanding nuances of delivery, visual aids

**(10 Hrs)**

#### MODULE II

##### INTERVIEWS AND GROUP DISCUSSIONS

Job interviews: Face to face interviews, telephonic interviews, forms of group discussion, techniques, process, characteristics, skills for group discussions etc. **(10 Hrs)**

#### MODULE III

##### BUSINESS COMMUNICATIONS

Preparing business letters, memos, emails, reports, preparation of CV/Resume etc .

**(10 Hrs)**

### OUTCOME OF THE COURSE

- At the end of the course, students are equipped for interviews, group discussions etc.
- They are tailored to meet the demands of the global market.
- Their grammar, pronunciation, stress and accent show definite improvement.

**MODE OF EVALUATION:** Attendance, Practical, Mock interviews, Assignments, Tests etc.