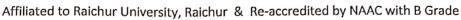


Taranath Shikshana Samsthe

Laxmi Venkatesh Desai college, Raichur





Add-On Course Documents

Department of English

Title: Business Communication Academic Year:2019-20

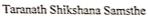
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1	Declaration
2	Permission letter
3	Notice
4	Syllabus
5	Timetable
6	Attendance
7	Summary Report
8	Model certificate

PRINCIPAL L.V.D. College, RAICHUR-03.

H.O.D. Dept. of English L.V.D. College, Raichur.

- William







LAXMI VENKATESH DESAI COLLEGE, RAICHUR-584103.

(Affiliated to Raichur University, Raichuri. Re-Accredited by NAAC with "B" Grade)

Sri. Chandrakanth, M.Sc.,. PRINCIPAL

Office of the Principal Ph:(08532)-240286, 24070 Fax:+918532 240707

e-mail: lvdrcr@gmail.com Website: www.lvdcollege.org

Date: 19/07/2019

TO WHOMEVER IT MAY CONCERN

This is to certify that, the college has introduced the Add_On course on, "Bussiness Communication " with the duration of 30 hours introduced in 2019-20. The said programme is apart from the existing course curriculum.

Head of the Department

H.O.D. Dept. of English L.V.D. College, Raichur.

PRINCIPAL L.V.D. College, RAICHUR-03.



To, The Principal LVD College, Raichur

Respected Sir,

Sub: Request to permit to start Add on Course in the Department of English

With the subject cited above I, the undersigned, Anil Apral, Head of the Department of English, would like to request you to permit to start Add On Course in English entitled Business Communication for the academic year 2019-20. The course may help the students to build up their skills and knowledge. I have enclosed the details of the course, duration, other required information with this letter. And I am looking forward for your response.

Kindly do the needful,

Thanking you,

Yours faithfully

L.V.D. College, RA

hi.O.D. Dept. of English L.V.D. College, Raichur.

Anil Apral





Taranath Shikshana Samsthe

LAXMI VENKATESH DESAI COLLEGE, RAICHUR-584103.

(Affiliated to Gulbarga University, Kalaburagi, Re-Accredited by NAAC with "B" Grade)

Office of the Principal Ph:(08532)-240286, 240707 Fax:+918532 240707 e-mail: lvdrcr@gmail.com

Website: lvdcollege.com

ate 16-8-2019

NOTICE

All the students of B.A./B.Sc./BCA are hereby informed that as NEW ADD ON COURSE will be held in the Department of English entitled BUSINESS COMMUNICATION, interested students can join and get the benefit of the course and enhance your knowledge and skill. The course may start from ... 12 - 9 - 20 19.

For more information regarding joining to the course may contact Mr. Anil Apral, Head Department of English.

H.O.D. Dept. of English
L.V.D. College, Raichur.

PRINCIPAL L.V.D. College, RAICHUR-03.

Yours faithfully

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Syllabus

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Department of English

Add on Course on Business Communication:

Program Outcome:

Program outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program.

Program Objectives/Outcomes:

Objective 1: To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.

Objective 2: To understand the importance of specifying audience and purpose and to select appropriate communication choices.

Objective 3: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.

Objective 4: To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.

Objective 5: To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Objective 6: To develop the ability to research and write a documented paper and/or to give an oral presentation.

Course Specific Outcome: Upon successful completion of this course, the student should be able to:

- 1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- 2. Identify ethical, legal, cultural, and global issues affecting business communication.
- 3. Utilize analytical and problem solving skills appropriate to business communication.
- 4. Participate in team activities that lead to the development of collaborative work skills.
- 5. Select appropriate organizational formats and channels used in developing and presenting business messages.
- 6. Compose and revise accurate business documents using computer technology.
- 7. Communicate via electronic mail, Internet, and other technologies.
- 8. Deliver an effective oral business presentation.

Syllabus for Business Communication:

Lesson 1: Facing Today's Communication Challenges

Lesson 2: Writing for Business Audiences

Lesson 3: Improving Writing Techniques

Lesson 4: E-Mail and Memorandums

Lesson 5: Routine Letters and Goodwill Messages

Lesson 6: Persuasive Messages

Lesson 7: Negative Messages

Lesson 8: Informal Reports

Lesson 9: Proposals and Informal Reports

Duration:30 hrs

References:

- THOMAS S.E.:EFFECTIVE BUSINESS COMMUNICATION, S CHAND PUBLICATION, NEW DEHLI, 2010
- NAGARAJN M, SHASHISHEKHARAN T.,RAMAMURTHI S.,:EFFECTIVE COMMUNICATION,MC MILLAN PUBLICATION, DEHLI, 2007.
- SHASHIKUMAR V ,:SPOKEN ENGLISH,TATA MCGROW HILL PUBLICATION ,NEW DHLI,2005
- MOHAN KRISHNA: DEVELOPPING COMMUNICATION SKILLS, MACMILLAN PUBLICATION, 2007



Taranath Shikshana Samsthe

LAXMI VENKATESH DESAI COLLEGE, RAICHUR Add con Course- Business Communications

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lead of Department

Name of the Staff: Mr. Anil Apral

Principal Principal
L.V.D. College, RAICHUR

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H.O.D. Dept. of English L.V.D. College, Raichur. PRINCIPAL L.V.D. College, RAICHUR-03.

DEPARTMENT OF ENGLISH

Report of Add-On course

Add-on course: Business Comminication

Duration: 30 Hours

Started on: 02.09.2019

Completed on: 05.10.2019

Name of the faculty: Anil Apral.

Total No of students admitted: 25

Total No of classes taken: 30

Total No of students benefited: 25

+ student understand the informance of specifying audience and perfose to select appropriate communication choices.

thinking, Problem bolving, and technical Proficiency in Ho devlopment of explosition and argument.

H.O.D. Dept. of English L.V.D. College, Raichur.

PRINCIPAL L.V.D. College, RAICHUR-03. ڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰۄڰ



H.O.D. Dept. of English





Taranath Shikshana Samsthe

LAXMI VENKATESH DESAI COLLEGE RAICHUR

(Re-Accredited by NAAC with 'B' Grade)



This is to Certify that Miss. / Mr. Sudha	
This is to Certify that Miss. / Mr. SUdha of 3rd Year has completed the	Certificate Course in
Bussiness Communication	
Conducted by the Department of English	from
to	
Head of the Department	PRINCIPAL Principal

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