



Taranath Shikshana Samsthe
Laxmi Venkatesh Desai college, Raichur

Affiliated to Raichur University, Raichur & Re-accredited by NAAC with B Grade



Add-On Course Documents

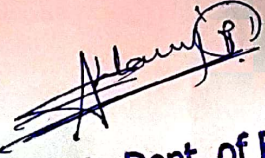
Department of English

Title: Business Communication

Academic Year:2019-20

S.No	Particulars
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3	Notice
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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.





Taranath Shikshana Samsthe



LAXMI VENKATESH DESAI COLLEGE, RAICHUR-584103.
(Affiliated to Raichur University, Raichuri. Re-Accredited by NAAC with "B" Grade)

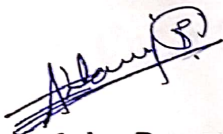
Sri. Chandrakanth, M.Sc.,
PRINCIPAL

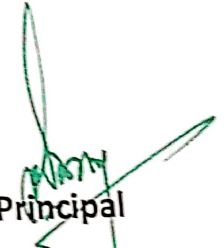
Office of the Principal
Ph:(08532)-240286, 24070
Fax:+918532 240707
e-mail: lvdrccr@gmail.com
Website: www.lvdcollege.org

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



To,
The Principal
LVD College,
Raichur

Date: 19-7-2019

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,

permitted
[Signature]
PRINCIPAL
L.V.D. College, RAICHUR-01

Yours faithfully

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



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

date
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... 02.09.2019.

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

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

Yours faithfully
[Signature]
Principal
PRINCIPAL
L.V.D. College, RAICHUR-03.

[Signature]

[Signature]
B.A III year

[Signature]
B.A.

[Signature]
B.Sc III sem

[Signature]
B.A. II year

[Signature]
B.Sc.

[Signature]
B.A III year

[Signature]
B.Sc III

[Signature]
B.A III

Syllabus

(4)

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, expository, 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 DELHI, 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



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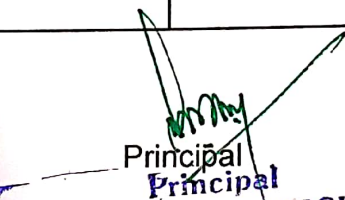
Add-on Course - Business Communication

Time Table with effect from 2/9/2019 Class BA/BSc/BCom Department English Section _____ Room No. GF-05

Time → Days ↓									
Mon	4 to 5 pm ADD-ON COURSE								
Tue	"								
Wed	"								
Thu	"								
Fri	"								
Sat	"								


Head of Department

Name of the Staff : Mr. Anil Apral


Principal
Principal
L.V.D. College, RAICHUR

TARANATH SHIKSHANA SAMSTHE

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DEPARTMENT OF ENGLISH

Report of Add-On course

Add-on course: Business Communication

Duration: 30 Hours

Started on: 02.09.2019

Completed on: 05.10.2019

Name of the faculty: Anil Apral.

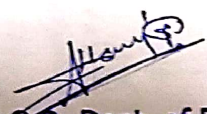
Total No of students admitted: 25

Total No of classes taken: 30

Total No of students benefited : 25

* student understand the importance of specifying audience and purpose to select appropriate communication choices.

* students understand and apply the basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.


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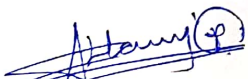
Taranath Shikshana Samsthe

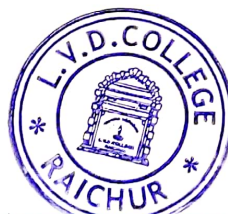
LAXMI VENKATESH DESAI COLLEGE RAICHUR


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

Certificate

This is to Certify that Miss. / Mr. Sudha
of B.A 3rd year has completed the Certificate Course in
Business Communication
Conducted by the Department of English from
..... to


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




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