

GOVERNMENT GENERAL DEGREE COLLEGE, MANGALKOTE
DEPARTMENT OF ENGLISH

ADD-ON COURSE
BUSINESS COMMUNICATION
(2018-2019)



Dr. Pradipta Kumar Basu
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Government General Degree College, Mangalkote
Dt. Purba Bardhaman, West Bengal- 713132

Government General Degree College, Mangalkote
Department of English

Name of the Value Added/Add On Course: Business Communication

Objectives of the Course: In this era of globalization businesses play a vital role in the daily life of human civilization. Effective communication in the field of business enables one to flourish in his/her employment sector; thereby enabling a healthy relationship between the employee and the management team. The main purpose of introducing this course is to motivate the students and to boost their confidence before they enter the job market. The course will help the students:

- To develop a comprehensive idea about the effective communication process involved in the workplace.
- To understand the intricacies of effective writing skills and understand the necessity of a clear, concrete and concise write-up.
- To comprehend various documents, user manuals, and instruction sheets and learn to be careful listeners.
- To effectively participate in all sorts of communication.

Course Requirements:

- ***Student participation and Interaction:*** Internal. Compulsory for all BA (H+G) students.
- ***Teachers:*** Faculty members of the Department of English. External faculty members and research scholars may be invited to conduct some classes depending on their willingness and availability.
- ***Course Fee:*** Nil
- ***Intake Capacity:*** 50
- ***Contact Hours:*** 30 hrs
- ***Class/Lecture duration:*** 1 hr



Syllabus Content

UNIT S	COURSE CONTENT	CLASS/LECTURES
1	Introduction: Definition and meaning, objectives, methods and fundamentals of business writing	06
2	Summary and précis writing, report writing	06
3	Business letter writing including e-correspondence	06
4	Writing resolutions or minutes of a meeting	06
5	Text comprehension-understanding notices, official documents, manuals and instruction sheets	06
	Total no. of Lectures	30

Examination Pattern: Full Marks: 30

1. Multiple Choice Questions- 20 marks
2. Viva voce/ Presentation- 10 marks

Modern Pedagogy

The course will follow the lecture method of teaching and the completion of each topic will be followed by interactive sessions where the students will be assigned some tasks related to the particular topic.

Process of Continuous Assessment and Grading

1. Attendance of the students
2. Continuous assessment through interactive sessions
3. Multiple choice questions
4. Viva-voce



Expected Outcomes:

After the completion of the course, the students will learn and acquire the skills to do the following:

- Learn the basic skills of communication that will enable them to interact interpersonally in all kinds of situations (both professional and personal).
- Write in a clear, concise, correct and concrete manner. They will also learn to summarize and compose reports of various events and programmes.
- Compose all sorts of business letters.
- Learn the importance of team activities and will be able to participate in group discussions.
- Make presentations in meetings, seminars and conferences.

Gradation pattern:

Percentage of marks obtained	Grade
90-100	Excellent - A
70-89	Good - B
50-69	Fair - C
40-49	Not Eligible for Certificate - D

Career Prospects

This course will enable the students to form a comprehensive idea of the different fundamentals of business communication. This course will improve their writing and speaking skills. In terms of employability possibilities, the students can find jobs as technical writers, public relations specialists and communication assistants.

Correlation to the Situatedness of the Institution

The institution is located in the interiors of the rural belt of Purba Bardhaman and English is the second language of the majority of students. The remoteness of the place prevents the students from having easy access to the courses that will sharpen their communicative skills. It often becomes difficult for them to commute to the nearby towns and pursue these courses. Moreover, most of the students are from humble backgrounds, so it becomes problematic for them to pursue these courses in the online mode. Hence, these courses are highly beneficial for students. It will boost their confidence and make them competent for the job market.



The Human Dimension of the Course:

The course will help the students to understand the meaning, relevance and importance of business communication. In this age of globalization, the world of business has become the backbone of society and an awareness of the fundamentals of business communication uplifts the morale of the students of this rural belt and helps them to prepare for future jobs.





Department of English

GOVERNMENT GENERAL DEGREE COLLEGE MANGALKOTE

(Affiliated to The University of Burdwan)

Certificate of Completion

This certificate is awarded to Mr./Missbearing Roll No.....of Semester of the session **2018-2019** of the Department of.....**English**....., G.G.D.C. Mangalkote, for successfully completing Add-on Course entitled “**BUSINESS COMMUNICATION**” during his/her.....Semester study.

The candidate has fulfilled all requirements and specifications set by the institute.

Grade:

Molla Hafizur Rahaman

Molla Hafizur Rahaman
(Head, Department of English)
G.G.D.C.Mangalkote

Dr.Pradipta Kumar Basu
(IQAC Coordinator)
G.G.D.C. Mangalkote

Dr.Raj Kumar Singh
(Officer In Charge)
G.G.D.C. Mangalkote

Dr. Pradipta Kumar Basu
OFFICER IN CHARGE, W.B.E.S.
Government General Degree College, Mangalkote
Dt. Purba Bardhaman, West Bengal- 713132

Date of issue:

Grade for the certificate, 90-100% 'A', 70-89% 'B', 50-69% 'C' and 40-49% 'D'