COMMUNICATION SKILLS – III

Course Code: BCU 341 Credit Units: 01
Total Hours: 10

Course Objective:

To emphasize the essential aspects of effective written communication necessary for professional success.

Prerequisites: NIL

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5. Ped:	The Gift of the Magi- O. Henry A File of the Magi- O. Henry								
5. Ped:	A Fly in Buttermilk-James Baldwin Student Learning Outcomes:								
6. Ped:	_		4.4						
7. Asso	The students should be able to write correctly and properly with special								
7. Asso	reference to Letter writing.								
7.	Pedagogy for Course Delivery:								
7.	Workshop R:								
7.	Group Discussions								
7.	Presentations Lagrange								
7.	• Lectures essment/ Examina	tian Caban				+			
	Theory L/T (%)		Lab/Practical/Studio End Term						
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		&T):			End Term				
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W		&T):	Mid Sem	Attendance					
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Text:

Rai, Urmila & S.M. Rai. Business Communication, Mumbai: Himalaya Publishing House, 2002. K.K.Sinha, Business Communication, Galgotia Publishing Company.

Reference:

Sanjay Kumar & Pushp Lata, Communication Skills, Oxford University Press.

Additional Reading: Newspapers and Journals