

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

Course Contents / Syllabus:				
1.	Module I Principles of Effective Writing			35% Weightage
	<ul style="list-style-type: none"> • Spellings-100 Most Misspelled Words in English • Web Based Writing • Note Taking: Process & Techniques 			
2.	Module II Formal Letter Writing			35% Weightage
	<ul style="list-style-type: none"> • Block Format • Types of Letters • E-mail • Netiquette 			
3.	Module III Business Memos			20% Weightage
	<ul style="list-style-type: none"> • Format & Characteristics 			
4.	Module IV Short Stories			10% Weightage
	<ul style="list-style-type: none"> • Stench of Kerosene-Amrita Pritam • A Flowering Tree-A.K. Ramanujan • The Gift of the Magi- O. Henry • A Fly in Buttermilk-James Baldwin 			
5.	Student Learning Outcomes:			
	The students should be able to write correctly and properly with special reference to Letter writing.			
6.	Pedagogy for Course Delivery:			
	<ul style="list-style-type: none"> • Workshop • Group Discussions • Presentations • Lectures 			
7.	Assessment/ Examination Scheme:			
	Theory L/T (%)		Lab/Practical/Studio (%)	End Term Examination
	100%		NA	70%
	Theory Assessment (L&T):			
	Components (Drop down)	CIE	Mid Sem	Attendance
	Weightage (%)	10%	15%	5%

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**