

## **PO,PSO,CO**

### **Department of English B. Com Program Outcomes**

A B.Com degree is structured to provide the students managerial skills in disciplines related to commerce. Also, by the end of the program, students gain an in-depth knowledge on core subjects like accounting, law, statistics, finance, marketing just to name a few. Business Communication is also a course studied under the BCom stream.

A student holding a B.Com Degree is well prepared to sustain as a corporate employee or as an entrepreneur. The student has adequate knowledge of adapting to the changes in the flexible business world, can focus internationally and has an in-depth understanding of the business world's market-relevant aspects. On the other hand, if the student chooses to start his/her own business, he/she can run it successfully and professionally without having to pay to expert accountants or market consultants.

#### **B. Com (English)**

Business places today have become very complex and hugely competitive. The introduction of technology in the work place presents both opportunities and challenges. Robust organizations demand effective communicators who can effectively manage business and organizational changes, concerns or events using technological as well as traditional means. Business Communication is offered as a compulsory core component paper for all three years of the BCom Degree course at SNDT Women's University. This program focuses on equipping students with the tools and techniques necessary to have an edge over others in the competitive work place as also to expand their employment opportunities and enhance their career advancement potential. This programme focuses on an overall development of linguistic and communication skills. Over a period of six semesters and 24 credits, this programme looks at developing reading, comprehension, writing and spoken skills. The thrust of the paper is to empower students by enabling them to communicate effectively. The students are encouraged to analyse and interpret

data in an independent manner and to express their opinions politely. In order to help students be sensitive to the world around them, this paper also looks at gender issues through the appreciation of literary pieces.

**B. Com**  
**Course Outcomes**  
**Semester I**  
**Core Component English-I Paper 1 Paper Code: 110101**

**Learning Outcomes:** At the end of the course the students will be able to:

- 1) Understand the theory of Business Communication
- 2) Learn to write grammatically correct sentences
- 3) Develop basic reading and comprehension skills
- 4) Learn to write letters of Enquiry

**Semester II**  
**Core Component English-II Paper 2 Paper Code: 210201**

At the end of the course the students will be able to:

- 1) To further develop comprehension skills
- 2) Learn to organize ideas and write paragraphs
- 3) Develop an independent response and social issues
- 4) Learn to write routine office letters

**Semester III**  
**Core Component English-III Paper 3 Paper Code: 310301**

At the end of the course the students will be able to:

- 1) Learn to interpret visual data and write with clarity
- 2) Develop the ability to logically construct an argument
- 3) Learn to write business and regular office letters

### **Semester IV**

#### **Core Component English-IV Paper 4 Paper Code: 410401**

At the end of the course the students will be able to:

- 1) Learn to summarize arguments
- 2) Use language imaginatively
- 3) Understand how to use electronic medium of communication
- 4) Speak confidently and express ideas with clarity
- 5) Handle job related correspondence with competence

### **Semester V**

#### **Core Component English-V Paper 5 Paper Code: 510501**

At the end of the course the students will be able to:

- 1) Write sales letter and draft representations
- 2) Prepare Questionnaires and conduct market survey
- 3) Critically respond to and write about gender related issues

### **Semester VI**

#### **Core Component English-VI Paper 6 Paper Code: 610601**

At the end of the course the students will be able to:

- 1) Respond to socially relevant issues
- 2) Write official reports
- 3) Prepare press releases and handouts
- 4) Understand the role and importance of Public Relations in a business organization