

## BUSINESS COMMUNICATION - 1

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### Course Outcome for Business Communication - 1:

1. Define business communication and identify its significance in organizational settings.  
(Comprehension)
2. Classify different types of communication used in business contexts, including formal and informal communication channels.  
(Analysis)
3. Distinguish between verbal and nonverbal communication methods and their impact on effective communication in a business environment.  
(Analysis)
4. Recognize common obstacles and barriers to communication in business settings and propose strategies to overcome them.  
(Evaluation)
5. Demonstrate proficiency in conversational and commercial English, including dialogue writing and formal speech presentation.  
(Application)
6. Develop effective communication skills to participate in meetings, seminars, and other professional settings confidently and articulately.  
(Synthesis)

By the end of this course, students will be able to apply their knowledge of business communication principles to effectively communicate in various business scenarios, both verbally and nonverbally, while overcoming barriers to create successful outcomes.

Select Language ▼

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