

Assessment Level: Intermediate/Conceptual/Practical/Professional

Assessment Strategy

Section A: MCQ's 05(5Marks)	Competency Questions 5 (20Marks)	Case Studies/Scenario base Question 1 (10Marks)
Section B: MCQ's 05(5Marks)	Competency Questions 5 (25Marks)	Case Studies/Scenario base Question 1(15Marks)
Section C: MCQ's 05(5Marks)	Competency Questions 3 (10Marks)	Case Studies/Scenario base Question 1(05Marks)

Syllabus

Section	Lead Topics	Indicative Syllabus
Section A: 35%	Business Communication	Effective communication in business; definition, characteristics, process, forms, channels and importance, different kinds of communication; its features, elements, concepts; verbal and non-verbal communication; process of preparing effective business messages; planning steps; basic organizational plans; beginnings and endings communication principles; styles of communication; 7C' s of communication, gestures; manners; presentations and follow-up or feedback. Interviewing skills, listening skills, organizing and conducting meetings, business group discussions, communication within and outside the organization, structure of the organization, open communication climate, communication barriers, interpersonal communication, intercultural communication, ethical communication, legal aspects of communication, and the role of technology in communication.
	Business Terminologies	Business Terminologies

Section	Lead Topics	Indicative Syllabus
Section B: 45%	Business Letters	Informal letters; business or formal letters; direct request inquiries claims and requests for adjustments; requests regarding routine business or public causes; invitations; preparing proposals/feasibilities, documentation, orders; reservations; favorable replies; unsolicited favorable messages; request; sales letters; evaluating, achievements; market research; making preliminary career decisions; resume and job application letter.
	Memo Writing	Memorandum writing, Importance of memo, Short Memorandum used in Offices, Memorandum Legal or not
	Report Writing	Reports, Types of Reports, Importance of report Writing, Report Writing, Why reports are written, Formal/Informal reports, Types of reports

Section	Lead Topics	Indicative Syllabus
Section C: 20%	Presentation Skills	Common myths about presentational ability; difference between speech and presentation; categories presentations according to their purpose; analysis of the audience before making a presentation; evaluating the appropriateness of the setting and venue of presentation; the steps in planning a presentation; some common symptoms of stage fright and measures to overcome it; developing an introduction, a body and a close for a formal presentation; some do's and don'ts of verbal and non-verbal communication; selecting, designing and using appropriate visual aids; handling audience questions effectively; delivering a short formal presentation on an assigned topic, interviews, meetings

