



# **St. Michael's College, Cherthala**

**Alappuzha, Kerala-688 539**

**Affiliated to University of Kerala  
and Re-accredited by NAAC with 'A' Grade**



**ADD ON COURSE 2018-19**

**Name of the Programme : BASICS OF BUSINESS COMMUNICATION**

**Name of the Department : ENGLISH**

**Course Code : CEN1801**



# St. Michael's College

**MAYITHARA P.O., CHERTHALA, ALAPPUZHA-688539**

An institution with Minority Status Affiliated to the University of Kerala and  
Re-accredited by NAAC with 'A' Grade

## Add on Course - 2018-19

**COMMERCE**

Diploma in Goods & Services  
Tax Practices (DGSTP) & Tally

**ZOOLOGY**

Vermi Technology

**CHEMISTRY**

Polymer Technology

**PHYSICS**

Materials science

**SOFTWARE  
DEVELOPMENT**

Android Development

**TOURISM  
STUDIES**

Customer Service Executive

**HINDI**

Hindi Language and Communication

**MATHEMATICS**

Basic Mathematics

**ENGLISH**

Basics of Business Communication



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**NAME OF COURSE : BASICS OF BUSINESS COMMUNICATION**

**COURSE CODE : CEN 1801**

**NO OF STUDENTS ENROLLED : 346**

**CONTENTS**

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**ADD-ON CELL**  
**ST. MICHAEL'S COLLEGE, CHERTHALA**  
**CERTIFICATE COURSE 2018-19**

**Department: English**

**Course Code: CEN 1801**

**Title: Basics of Business Communication**

**Duration: 30 Hours**

**Course Description:**

The Basics of Business Communication certificate course is designed to equip the fresh candidates with fundamental language skills and knowledge necessary for effective communication in a professional setting. In a world where communication is the key, this 30-hour program focuses on building foundational competencies in written and oral communication, interpersonal skills, and business etiquette. Participants will gain practical insights and tools to enhance their communication abilities, fostering success in various business environments. In effect, the course provides them with a platform to get exposed to various business/professional requirements pertaining to language and communicative proficiency.

**Course Outcome**

- CO 1 : Develop Proficient Writing Skills:
- CO 2: Understand the principles of business writing.
- CO 3: Craft clear and concise emails, memos, reports and other models pertaining to business communication
- CO 4: Learn to tailor messages for different audiences and purposes.
- CO 5: Master the art of effective verbal communication in business.
- CO 6: Practice public speaking and presentation skills.
- CO 7: Cultivate active listening and feedback techniques.
- CO 8: Polish interpersonal skills in a professional context
- CO 9: Foster Business Etiquette:

**Course Syllabus:**

**Module 1: Foundations of Business Writing (10 hours)**

Introduction to Business Communication-Understanding the Audience and Purpose- Principles of Effective Business Writing-Crafting Business Letters, Requests, Emails, Memos, Minutes (with Agenda) and Reports-Editing and Proofreading Techniques

**Module 2: Verbal Communication and Presentation Skills (10 hours)**

Basics of Effective Verbal Communication- Public Speaking Tips and Techniques- Structuring and Delivering Presentations- Handling Q&A Sessions- Active Listening and Feedback- Effective handling of the Barriers to Communication- Telephone Etiquette and Netiquette- Soft Skills and Body Language

**Module 3: Interpersonal Skills and Business Etiquette (10 hours)**

Building Professional Relationships- Negotiation and Conflict Resolution- Cultural Awareness in Business Communication-Business Etiquette Essentials- Networking and Social Interaction- Network Management

The course combines theoretical knowledge with practical exercises and real-world examples to ensure participants can immediately apply what they learn in their professional lives. By the end of the programme, participants will have a strong foundation in business communication, enabling them to communicate effectively and confidently in various business situations. This will be crucial and decisive as they embark on their career after the completion of the regular UG Programme.

**Certificate Course - Batch 1 - BA English - Class Schedule 2018-**

**19**

<b>Dept: English</b>		<b>Course: CEN1801 Basics of Business Communication</b>		
<b>Sl No</b>	<b>Date</b>	<b>Time</b>	<b>Name of Teacher</b>	<b>Class Room No</b>
1	10/20/2018	9.30-10.30	Fr. Titus Augustine	B30
2		10.30-11.30	Mr. Sam Johnson	B30

3		11.30-12.30	Ms. Caroline Cleetus	B30
4	10/27/2018	9.30-10.30	Fr. Titus Augustine	B30
5		10.30-11.30	Ms. Caroline Cleetus	B30
6		11.30-12.30	Mr. Sam Johnson	B30
7	11/3/2018	9.30-10.30	Ms. Caroline Cleetus	B30
8		10.30-11.30	Mr. Sam Johnson	B30
9		11.30-12.30	Fr. Titus Augustine	B30
10	11/17/2018	9.30-10.30	Fr. Titus Augustine	B30
11		10.30-11.30	Fr. Titus Augustine	B30
12		11.30-12.30	Mr. Sam Johnson	B30
13	11/24/2018	9.30-10.30	Ms. Caroline Cleetus	B30
14		10.30-11.30	Fr. Titus Augustine	B30
15		11.30-12.30	Mr. Sam Johnson	B30
16	12/1/2018	9.30-10.30	Mr. Sam Johnson	B30
17		10.30-11.30	Fr. Titus Augustine	B30
18		11.30-12.30	Ms. Caroline Cleetus	B30
19	12/15/2018	9.30-10.30	Fr. Titus Augustine	B30
20		10.30-11.30	Mr. Sam Johnson	B30
21		11.30-12.30	Ms. Caroline Cleetus	B30
22	1/5/2019	9.30-10.30	Mr. Sam Johnson	B30
23		10.30-11.30	Mr. Sam Johnson	B30
24		11.30-12.30	Ms. Caroline Cleetus	B30
25	1/19/2019	9.30-10.30	Ms. Caroline Cleetus	B30
26		10.30-11.30	Ms. Caroline Cleetus	B30
27		11.30-12.30	Fr. Titus Augustine	B30
28	2/2/2019	9.30-10.30	Mr. Sam Johnson	B30
29		10.30-11.30	Ms. Caroline Cleetus	B30
30		11.30-12.30	Mr. Sam Johnson	B30

**Certificate Course - Batch 2 - BSc (Phy+Chem+Zoo)- Class  
Schedule 2018-19**

<b>Dept: English</b>	<b>Course: CEN1801 Basics of Business Communication</b>
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Sl No	Date	Time	Name of Teacher	Class Room No
1	10/20/2018	9.30-10.30	Mr. Sam Johnson	Library Hall
2		10.30-11.30	Ms. Caroline Cleetus	Library Hall
3		11.30-12.30	Fr. Titus Augustine	Library Hall
4	10/27/2018	9.30-10.30	Ms. Caroline Cleetus	Library Hall
5		10.30-11.30	Mr. Sam Johnson	Library Hall
6		11.30-12.30	Fr. Titus Augustine	Library Hall
7	11/3/2018	9.30-10.30	Fr. Titus Augustine	Library Hall
8		10.30-11.30	Ms. Caroline Cleetus	Library Hall
9		11.30-12.30	Mr. Sam Johnson	Library Hall
10	11/17/2018	9.30-10.30	Ms. Caroline Cleetus	Library Hall
11		10.30-11.30	Ms. Caroline Cleetus	Library Hall
12		11.30-12.30	Fr. Titus Augustine	Library Hall
13	11/24/2018	9.30-10.30	Mr. Sam Johnson	Library Hall
14		10.30-11.30	Ms. Caroline Cleetus	Library Hall
15		11.30-12.30	Fr. Titus Augustine	Library Hall
16	12/1/2018	9.30-10.30	Ms. Caroline Cleetus	Library Hall
17		10.30-11.30	Mr. Sam Johnson	Library Hall
18		11.30-12.30	Fr. Titus Augustine	Library Hall
19	12/15/2018	9.30-10.30	Mr. Sam Johnson	Library Hall
20		10.30-11.30	Ms. Caroline Cleetus	Library Hall
21		11.30-12.30	Fr. Titus Augustine	Library Hall
22	1/5/2019	9.30-10.30	Ms. Caroline Cleetus	Library Hall
23		10.30-11.30	Ms. Caroline Cleetus	Library Hall
24		11.30-12.30	Fr. Titus Augustine	Library Hall
25	1/19/2019	9.30-10.30	Mr. Sam Johnson	Library Hall
26		10.30-11.30	Mr. Sam Johnson	Library Hall
27		11.30-12.30	Ms. Caroline Cleetus	Library Hall
28	2/2/2019	9.30-10.30	Fr. Titus Augustine	Library Hall
29		10.30-11.30	Fr. Titus Augustine	Library Hall
30		11.30-12.30	Ms. Caroline Cleetus	Library Hall

**Certificate Course - Batch 3 - BA Economics - Class Schedule**

**2018-19**

<b>Dept: English</b>		<b>Course: CEN1801 Basics of Business Communication</b>		
Sl No	Date	Time	Name of Teacher	Class Room No
1	10/20/2018	9.30-10.30	Ms.Iswarya M.	A26
2		10.30-11.30	Ms. Juby P. Thankachan	A26
3		11.30-12.30	Mr. Jins Jose	A26
4	10/27/2018	9.30-10.30	Ms.Iswarya M.	A26
5		10.30-11.30	Ms. Juby P. Thankachan	A26
6		11.30-12.30	Mr. Jins Jose	A26
7	11/3/2018	9.30-10.30	Ms.Iswarya M.	A26
8		10.30-11.30	Ms. Juby P. Thankachan	A26
9		11.30-12.30	Mr. Jins Jose	A26
10	11/17/2018	9.30-10.30	Ms.Iswarya M.	A26
11		10.30-11.30	Ms. Juby P. Thankachan	A26
12		11.30-12.30	Mr. Jins Jose	A26
13	11/24/2018	9.30-10.30	Ms.Iswarya M.	A26
14		10.30-11.30	Ms. Juby P. Thankachan	A26
15		11.30-12.30	Mr. Jins Jose	A26
16	12/1/2018	9.30-10.30	Ms. Juby P. Thankachan	A26
17		10.30-11.30	Mr. Jins Jose	A26
18		11.30-12.30	Ms.Iswarya M.	A26
19	12/15/2018	9.30-10.30	Ms.Iswarya M.	A26
20		10.30-11.30	Ms. Juby P. Thankachan	A26
21		11.30-12.30	Mr. Jins Jose	A26
22	1/5/2019	9.30-10.30	Ms.Iswarya M.	A26
23		10.30-11.30	Ms. Juby P. Thankachan	A26
24		11.30-12.30	Mr. Jins Jose	A26
25	1/19/2019	9.30-10.30	Ms.Iswarya M.	A26
26		10.30-11.30	Ms. Juby P. Thankachan	A26
27		11.30-12.30	Mr. Jins Jose	A26
28	2/2/2019	9.30-10.30	Ms.Iswarya M.	A26
29		10.30-11.30	Ms. Juby P. Thankachan	A26
30		11.30-12.30	Mr. Jins Jose	A26



## Certificate Course - Batch 4 - BCom - Class Schedule 2018-19

<b>Dept: English</b>		<b>Course: CEN1801 Basics of Business Communication</b>		
Sl No	Date	Time	Name of Teacher	Class Room No
1	10/20/2018	9.30-10.30	Mr. Jins Jose	B3
2		10.30-11.30	Ms.Iswarya M.	B3
3		11.30-12.30	Ms. Juby P. Thankachan	B3
4	10/27/2018	9.30-10.30	Mr. Jins Jose	B3
5		10.30-11.30	Ms.Iswarya M.	B3
6		11.30-12.30	Ms. Juby P. Thankachan	B3
7	11/3/2018	9.30-10.30	Mr. Jins Jose	B3
8		10.30-11.30	Ms.Iswarya M.	B3
9		11.30-12.30	Ms. Juby P. Thankachan	B3
10	11/17/2018	9.30-10.30	Mr. Jins Jose	B3
11		10.30-11.30	Ms.Iswarya M.	B3
12		11.30-12.30	Ms. Juby P. Thankachan	B3
13	11/24/2018	9.30-10.30	Mr. Jins Jose	B3
14		10.30-11.30	Ms.Iswarya M.	B3
15		11.30-12.30	Ms. Juby P. Thankachan	B3
16	12/1/2018	9.30-10.30	Mr. Jins Jose	B3
17		10.30-11.30	Ms.Iswarya M.	B3
18		11.30-12.30	Ms. Juby P. Thankachan	B3
19	12/15/2018	9.30-10.30	Mr. Jins Jose	B3
20		10.30-11.30	Ms.Iswarya M.	B3
21		11.30-12.30	Ms. Juby P. Thankachan	B3
22	1/5/2019	9.30-10.30	Mr. Jins Jose	B3
23		10.30-11.30	Ms.Iswarya M.	B3
24		11.30-12.30	Ms. Juby P. Thankachan	B3
25	1/19/2019	9.30-10.30	Mr. Jins Jose	B3
26		10.30-11.30	Ms.Iswarya M.	B3
27		11.30-12.30	Ms. Juby P. Thankachan	B3
28	2/2/2019	9.30-10.30	Mr. Jins Jose	B3

29		10.30-11.30	Ms.Iswarya M.	B3
30		11.30-12.30	Ms. Juby P. Thankachan	B3

### Certificate Course - Batch 5 - BVoc - Class Schedule 2018-19

<b>Dept: English</b>		<b>Course: CEN1801 Basics of Business Communication</b>		
Sl No	Date	Time	Name of Teacher	Class Room No
1	10/20/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
2		10.30-11.30	Mr.Jins Jose	Bvoc Hall
3		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
4	10/27/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
5		10.30-11.30	Mr.Jins Jose	Bvoc Hall
6		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
7	11/3/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
8		10.30-11.30	Mr.Jins Jose	Bvoc Hall
9		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
10	11/17/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
11		10.30-11.30	Mr.Jins Jose	Bvoc Hall
12		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
13	11/24/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
14		10.30-11.30	Mr.Jins Jose	Bvoc Hall
15		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
16	12/1/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
17		10.30-11.30	Mr.Jins Jose	Bvoc Hall
18		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
19	12/15/2018	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
20		10.30-11.30	Mr.Jins Jose	Bvoc Hall
21		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
22	1/5/2019	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
23		10.30-11.30	Mr.Jins Jose	Bvoc Hall
24		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
25	1/19/2019	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
26		10.30-11.30	Mr.Jins Jose	Bvoc Hall

27		11.30-12.30	Dr.Patricia Robin	Bvoc Hall
28	2/2/2019	9.30-10.30	Dr.Patricia Robin	Bvoc Hall
29		10.30-11.30	Mr.Jins Jose	Bvoc Hall
30		11.30-12.30	Dr.Patricia Robin	Bvoc Hall













Roll No.	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	Date: Hour:	No. of hours present	No. of hours absent	% of attendance	Remark
X	2/21	2/21																	30	0	100	
X	2/22	2/22																	30	0	100	
X	2/23	2/23																	30	0	100	
X	2/24	2/24																	30	0	100	
X	2/25	2/25																	30	0	100	
X	2/26	2/26																	30	0	100	
X	2/27	2/27																	30	0	100	
X	2/28	2/28																	30	0	100	
X	2/29	2/29																	30	0	100	
X	2/30	2/30																	30	0	100	
X	3/1	3/1																	30	0	100	
X	3/2	3/2																	30	0	100	
X	3/3	3/3																	30	0	100	
X	3/4	3/4																	30	0	100	
X	3/5	3/5																	30	0	100	
X	3/6	3/6																	30	0	100	
X	3/7	3/7																	30	0	100	
X	3/8	3/8																	30	0	100	
X	3/9	3/9																	30	0	100	
X	3/10	3/10																	30	0	100	
X	3/11	3/11																	30	0	100	
X	3/12	3/12																	30	0	100	
X	3/13	3/13																	30	0	100	
X	3/14	3/14																	30	0	100	
X	3/15	3/15																	30	0	100	
X	3/16	3/16																	30	0	100	
X	3/17	3/17																	30	0	100	
X	3/18	3/18																	30	0	100	
X	3/19	3/19																	30	0	100	
X	3/20	3/20																	30	0	100	
X	3/21	3/21																	30	0	100	
X	3/22	3/22																	30	0	100	
X	3/23	3/23																	30	0	100	
X	3/24	3/24																	30	0	100	
X	3/25	3/25																	30	0	100	
X	3/26	3/26																	30	0	100	
X	3/27	3/27																	30	0	100	
X	3/28	3/28																	30	0	100	
X	3/29	3/29																	30	0	100	
X	3/30	3/30																	30	0	100	
X	3/31	3/31																	30	0	100	

30 hours

**ADD-ON CELL**  
**ST. MICHAEL'S COLLEGE, CHERTHALA**  
**CERTIFICATE COURSE 2018-19**

**Department: English**

**Course Code: CEN 1801**

**Title: Basics of Business Communication**

**Time: 1 Hour**

**Marks: 30**

**Choose the correct option and answer all the questions. Each carries 1 weight.**

1. What is the primary purpose of understanding the audience and purpose in business writing?
  - a. To showcase one's writing skills
  - b. To tailor messages for effective communication
  - c. To impress superiors with complex language
  - d. To meet word count requirements
2. Which of the following is a key principle of effective business writing?
  - a. Using jargon to sound knowledgeable
  - b. Including irrelevant details for thoroughness
  - c. Being concise and clear
  - d. Ignoring grammatical rules for creativity
3. In business communication, what is an essential element of crafting emails, memos, and reports?
  - a. Using a casual tone
  - b. Including personal anecdotes
  - c. Clarity and professionalism
  - d. Including humor to engage the audience
4. What is the purpose of editing and proofreading in business writing?
  - a. To add more information to the document

- b. To check for errors and improve clarity
- c. To make the document longer
- d. To eliminate all instances of passive voice

5. What is a fundamental aspect of effective verbal communication?

- a. Speaking as quickly as possible
- b. Using technical jargon extensively
- c. Tailoring communication to the audience
- d. Ignoring non-verbal cues

6. What is a key tip for delivering a successful presentation?

- a. Speaking in a monotone voice
- b. Reading directly from the slides
- c. Engaging the audience and using visuals
- d. Avoiding eye contact with the audience

7. What does active listening involve?

- a. Interrupting the speaker to share personal experiences
- b. Focusing on one's response while the other person is speaking
- c. Providing feedback and demonstrating understanding
- d. Ignoring the speaker and multitasking

8. How should you handle a challenging question during a presentation's Q&A session?

- a. Dodge the question and move on
- b. Provide a vague answer to avoid controversy
- c. Acknowledge the question, stay calm, and respond thoughtfully
- d. Criticize the person asking the question

9. What is a key aspect of building professional relationships in a business context?

- a. Being overly competitive with colleagues
- b. Avoiding collaboration with team members
- c. Open communication and mutual respect
- d. Only networking with superiors

10. What is the purpose of negotiation in business communication?

- a. To dominate and control others

- b. To find common ground and reach agreements
- c. To avoid compromise at all costs
- d. To exert authority over counterparts

11. Why is cultural awareness important in business communication?

- a. To impose one's cultural norms on others
- b. To demonstrate superiority
- c. To avoid misunderstandings and foster effective communication
- d. To ignore cultural differences for simplicity

12. What is a key element of business etiquette?

- a. Interrupting others during meetings
- b. Being consistently late to appointments
- c. Treating others with respect and courtesy
- d. Using informal language in professional settings

13. In business communication, what does the term "CC" in an email stand for?

- a. Courtesy Copy
- b. Carbon Copy
- c. Correct Copy
- d. Clear Copy

14. When crafting a business email, what is the recommended length for paragraphs?

- a. One sentence
- b. Three to five sentences
- c. One paragraph only
- d. As long as necessary to convey the message

15. What does the acronym "FAQ" stand for in the context of business communication?

- a. Frequently Asked Questions
- b. Formal Announcement Quotient
- c. Fast Access Query
- d. Formal Assessment Questionnaire

16. Which of the following is an example of an appropriate subject line for a professional email?

- a. "Hi!"

- b. "Important Document"
- c. "Meeting Tomorrow"
- d. "Regarding Upcoming Project Deadline"

17. What is the purpose of a business memo?

- a. To share personal opinions
- b. To provide detailed project updates
- c. To communicate information within an organization
- d. To express frustration with colleagues

18. In formal business writing, when is it appropriate to use contractions (e.g., "it's" instead of "it is")?

- a. Always
- b. Only in casual communication
- c. Only in emails to colleagues
- d. Never

19. During a business meeting, what is the proper way to address colleagues?

- a. By their first name only
- b. Using their full name and title
- c. With informal nicknames
- d. Avoid addressing them directly

20. What is the recommended response to receiving constructive feedback in the workplace?

- a. Ignore the feedback
- b. Defend your actions
- c. Acknowledge and consider the feedback
- d. Blame others for the situation

21. How can one demonstrate professionalism in email communication?

- a. Use emojis to convey emotions
- b. Respond promptly to emails
- c. Write in an informal tone
- d. Share personal anecdotes

22. What is the primary goal of networking in a professional context?

- a. To collect as many business cards as possible

b. To build mutually beneficial relationships

c. To show off one's achievements

d. To gossip about colleagues

23. When attending a business networking event, what is a good conversation starter?

a. Complaining about work

b. Asking about the person's interests or recent projects

c. Bragging about personal accomplishments

d. Discussing controversial topics

24. How can one effectively use social media for professional networking?

a. Share personal opinions on controversial topics

b. Only connect with close friends and family

c. Share relevant industry news and engage with others' content

d. Avoid social media for professional purposes

25. In business communication, what is the role of active listening in conflict resolution?

a. Ignoring the opposing party's perspective

b. Demonstrating understanding and empathy

c. Interrupting to assert one's viewpoint

d. Avoiding the conflict altogether

26. What is a key principle in successful negotiation?

a. Being inflexible and unwilling to compromise

b. Focusing solely on personal gain

c. Finding common ground and reaching a win-win solution

d. Using aggressive tactics to intimidate the other party

27. Why is it important to adapt communication styles in a multicultural business environment?

a. To impose one's cultural norms on others

b. To avoid any form of adaptation for simplicity

c. To foster understanding and build effective relationships

d. To showcase cultural superiority

28. What is a potential challenge in cross-cultural communication that individuals should be mindful of?

a. Assuming everyone shares the same cultural norms

b. Avoiding direct eye contact in all situations

c. Embracing cultural differences without any reservation

d. Using slang and colloquial expressions to connect with others

29. How can ongoing professional development contribute to effective business communication?

a. By remaining stagnant and not adapting to changes

b. By consistently updating skills and staying current with industry trends

c. By avoiding new technologies and tools

d. By disregarding feedback and constructive criticism

30. What is the significance of personal branding in the context of business communication?

a. It has no impact on professional success

b. It helps individuals stand out and create a positive professional image

c. It is only relevant for entrepreneurs, not employees

d. It involves copying the branding strategies of successful individuals



**ST. MICHAEL'S COLLEGE**  
**CHERTHALA, ALAPPUZHA - 688 539**  
(Affiliated to University of Kerala and  
Re-accredited by NAAC with 'A' Grade)

## **ADD-ON COURSE CERTIFICATE**

*This is to certify that* **Mr. ABHIJITH. R (13018136001)** .....

**English 2018 Admission**  
.....

*has completed Certificate/Add-on course in* .....

**Basics of Business Communication (CEN1801)**  
.....

*offered by the Department of English during the academic year  
2018-2019. He/Shee is awarded with* ..... **A** .....

**Head of the  
Department**

**Course  
Coordinator**

**Principal**



## **COURSE REPORT**

The "Basics of Business Communication" certificate course offered by the Department of English at St. Michael's College, Cherthala, during 2018-19, was envisioned and designed to address the language incompetency challenges faced by first-year undergraduate students across various disciplines. This 30-hour course aimed to bridge the gap in communication skills, particularly for students with limited exposure to English-speaking environments. The primary objective of the course was to equip students with essential business communication skills, fostering their ability to communicate effectively in professional settings. Special emphasis was placed on improving language proficiency, enhancing verbal and written communication, and developing a comprehensive understanding of business communication etiquette.

The curriculum was strategically crafted to cover key aspects of business communication, including: Communication Fundamentals, Business Writing Skills, Presentation Skills, Professional Etiquette and Interview Preparation. The course catered to the linguistic challenges faced by the first-year undergraduate students from diverse academic backgrounds who, due to limited exposure, faced challenges in communicating proficiently in English. By opening the course to students across disciplines, the department aimed to create a holistic impact on the overall communication skills of the entire student body of the institution.

The "Basics of Business Communication" certificate course emerged as a vital initiative by the Department of English at St. Michael's College, Cherthala. It successfully addressed need to enhance the basic language skills of the first-year undergraduate students, paving the way for improved academic outcomes and enhanced employability. The positive feedback from participants underscores the importance of such courses in nurturing well-rounded individuals equipped with essential communication skills. Student-testimonials highlighted increased self-confidence, improved academic performance, and a newfound comfort in professional settings.



  
*Principal*  
*St. Michael's College*  
*Cherthala*