



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

Summary Report, Meeting Notice, Meeting Resolution, Course Brochure  
/Curriculum, Course outcomes, Evaluation procedure, Sample Certificate

## 7. Business Communication

### Summary Report

Course Name: **Business Communication**

Course Code: **AD-ENG-20-21-01**

Organizing Department: **Department of English**

Course Duration: **30 Hours (04.01.2021 - 15.02.2021)**

No. of Enrolled Students: 30

No. of student completed the course: 30

**Course Objectives:** The course "Business Communication" typically aims to enhance students' ability to communicate effectively in a professional setting.

The objectives associated with this course:

- Understanding Communication Principles.
- Developing Written Communication Skills.
- Enhancing Oral Communication Skills.
- Improving Interpersonal Communication.
- Leveraging Technology in Communication.
- Cultural Awareness and Adaptation.

**Course Outcomes:** By the end of the course, students should be able to:

- Create well-structured, grammatically correct, and contextually appropriate written business documents.
- Plan, prepare, and deliver professional presentations with clarity and confidence, using visual aids and speaking techniques.
- Utilize effective listening, feedback, and conflict resolution skills in various business situations.
- Employ digital and social media tools for professional communication, understanding their benefits and limitations.
- Adjust communication styles and strategies to suit different cultural contexts and diverse audiences.

- Recognize and apply ethical considerations in business communication, including issues related to transparency, honesty, and confidentiality.



Principal  
Maulana Azad College  
Kolkata-13



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

**Departmental Meeting Notification**

**Department of English**  
**Maulana Azad College**  
8, Rafi Ahmed Kidwai Road, Kolkata-700013

**Notice:**

**Date: 05.11.2020**

A departmental meeting will be held in online mode via Google meet platform on 11<sup>th</sup> November, 2020 at 2.00 p.m. to discuss the following agenda. All faculties are requested to attend the meeting positively.

Agenda:

1. Online mode Examination.
2. Add-on course in online mode.

Head  
P. G. Department of English  
Maulana Azad College  
Kolkata 13



Principal  
Maulana Azad College  
Kolkata-13



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

## Departmental Meeting Resolution

As per notice dated 5<sup>th</sup> November, 2020, the departmental meeting held on 11.11.2020 in online mode at 2.00 p.m. All faculty members were joined the meeting timely.

**Meeting Resolution:** It has been resolved unanimously that:

1. The mode of Internal Assessment will be online mode till the notification by the Government.
2. Add-oncourse on '**Business Communication**' will be held in online mode during 4<sup>th</sup> January, 2021 to 15<sup>th</sup> February, 2021 & the participants should enrolled before join the course.

- **Course Name:** Business Communication.
- **Venue:** Department of English, Maulana Azad College.
- **Course Duration:** 30 hours.
- **Assistance of Teaching Faculties:** Classes -28 hours; Examination -2 Hours.
- **Expenditure:** Nil
- **Facility requires within college premise:** Lecture/ICT Based Room
- **Full Marks for this Course:** 100 Marks
- **Mode of Examination:** Online/ Viva-voice
- **Division of Teaching Hours:** Total 30 hours (All faculty members, each taking classes).

### **Evaluation Process:**

It has been resolved that the evaluation process consist of the following.

- Question preparation (Theory): Full Marks 100
- For practical paper time of examination 3 Hours.
- Evaluation of answer scripts and Tabulation as decided by the coordinator.



Principal  
Maulana Azad College  
Kolkata-13



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

- o Grade and Marks as per following table:

| Grade Scale | Grade | Performance Indicator |
|-------------|-------|-----------------------|
| 90-100      | AA    | Outstanding           |
| 80-89       | A+    | Excellent             |
| 60-79       | A     | Very Good             |
| 40-59       | B     | Satisfactory          |
| < 40        | D     | Disqualified          |

**Issue of Certificates:**

- o Certificates will be issued to students upon successful completion of the courses.
- o The design and content of the certificates will be overseen by the course coordinators.

**Additional Suggestions:**

- o Regular feedback will be collected from students to ensure continuous improvement of the courses.
- o The coordinator should prepare a brief report of the course after taking feedback from the participants and the difficulties if any for smooth running the course.



Principal  
Maulana Azad College  
Kolkata-13



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

## Course Curriculum

### Syllabus for the course on 'Business Communication'

#### **Module:1[6 Hours]**

What is business communication?

#### **Module:2 [8 Hours]**

Writing reports, letters, curriculum vitae

#### **Module:3 [6 Hours]**

Writing meeting minutes

#### **Module:4 [8 Hours] E-correspondence**

#### **Marks Distributions:**

Writing Business Letters – 20 marks

Writing CV – 20 marks

Writing e-mail – 20 marks

Writing Report – 20 marks

Writing Meeting Minutes – 20 marks

#### **Recommended Readings:**

1. O. Scot, Contemporary Business Communication, New Delhi: Biztantra
2. R. Ludlow and F. Panton, The Essence of Effective Communications, New Delhi: Prentice Hall of India Pvt Ltd



Principal  
Maulana Azad College  
Kolkata-13



GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

## Permission of HOI

The Principal

Maulana Azad College, Kolkata

Respected Sir,

This is to convey that the Department of Philosophy, Maulana Azad College, has resolved in an online meeting held on 11.11.2020 that an add-on course for semester-3 will be conducted from 04.01.2021 - 15.02.2021 on '**Business Communication**'. The details of the proposed course are attached. We Shall remain grateful if you very kindly give permission to pursue the aforesaid course.

With regards,

Yours Faithfully,

Head  
P. G. Department of English  
Maulana Azad College  
Kolkata 13

Principal  
Maulana Azad College  
Kolkata  
Govt. of West Bengal



Principal  
Maulana Azad College  
Kolkata-13





GOVERNMENT OF WEST BENGAL  
OFFICE OF THE PRINCIPAL  
*Maulana Azad College*



8, RAFI AHMED KIDWAI ROAD, KOLKATA 700013, INDIA

Phone: 033 2249-3737/2226-7814 e-mail: [maulanaazadcollegekolkata@gmail.com](mailto:maulanaazadcollegekolkata@gmail.com)

Website: <https://maulanaazadcollegekolkata.ac.in>

**Sample Certificate**



*Maulana Azad College*

8, Rafi Ahmed Kidwai Road, Kolkata-700013, India.



No. -----

**Course Completion Certificate**

*This is to certify that -----, bearing Enrollment No. ----- has actively participated and successfully completed 30 hours add-on course on "BUSINESS COMMUNICATION" organized by the Department of English in association with IQAC, in the period 4<sup>th</sup> January, 2021 to 15<sup>th</sup> February, 2021 and secured grade ----.*

**Course Coordinator**

**IQAC Coordinator**

**Principal**



Principal  
Maulana Azad College  
Kolkata-13