

Programme : BBA Logistics	Year: First	Semester: First		
Course Code: Z011102	Course Title: Communicative English – I			
Course outcomes:				
<p>Proficient written and verbal communication in media settings.</p> <p>Critical analysis and interpretation of media-related content.</p> <p>Effective presentation and public speaking abilities.</p> <p>Collaborative communication skills suitable for team environments.</p> <p>Application of language skills in media and entertainment contexts.</p>				
Credits: 2		Co-curricular Course		
Max. Marks: 25+75		Min. Passing Marks: 40		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-3 T-0 P-0				
Unit	Topics	No.of Lectures Total=30		
	Foundations of English Language Reading Comprehension Strategies Writing Techniques for Media Verbal and Non-verbal Communication Media Literacy and Critical Analysis Presentation Skills for Media Professionals Group Communication Dynamics Cultural Sensitivity in Communications	30 Hours		
Suggested Readings:				

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

Further Suggestions: