

Programme : BBA Logistics		Year: First	Semester: First
Course Code: Z011102		Course Title: Communicative English – I	
Course outcomes: Proficient written and verbal communication in media settings. Critical analysis and interpretation of media-related content. Effective presentation and public speaking abilities. Collaborative communication skills suitable for team environments. Application of language skills in media and entertainment contexts.			
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:

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Further Suggestions:

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