

Programme : BBA Logistics		Year: First	Semester: Second
Course Code: Z021202		Course Title: Communicative English 2	
Course outcomes:			
Improved proficiency in written and spoken English.			
Advanced writing skills suitable for various media genres.			
Enhanced understanding of effective communication principles.			
Application of advanced language usage in media contexts.			
Proficient communication in diverse media platforms.			
Credits: 2		Co-curricular Course	
Max. Marks: 40+60		Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-2 T-0 P-0			
Unit	Topics		No.of Lectures Total=30
I	Advanced Writing Techniques for Media Verbal and Non-Verbal Communication Strategies Professional Communication in Media Industry Media-related Language Usage and Style Language Proficiency in Different Media Genres Effective Communication in Visual and Digital Media Multimodal Communication Skills		

Suggested Readings:

Suggested Continuous Evaluation Methods:

Suggested equivalent online courses:

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Further Suggestions:

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