

Programme : BBA Logistics	Year: First	Semester: Second		
Course Code: Z021202	Course Title: Communicative English 2			
Course outcomes:				
<p>Improved proficiency in written and spoken English.</p> <p>Advanced writing skills suitable for various media genres.</p> <p>Enhanced understanding of effective communication principles.</p> <p>Application of advanced language usage in media contexts.</p> <p>Proficient communication in diverse media platforms.</p>				
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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