



**SRI KRISHNADEVARAYA UNIVERSITY::  
ANANTAPURAMU**

**UG CBCS SYLLABUS  
VI Semester  
(2017-2018)**

**B.A. COMMUNICATIVE ENGLISH  
VI SEMESTER- SYLLABUS**

**(AS PER CBCS AND SEMESTER SYSTEM)**

**III YEARS**

**w.e.f. 2017-2018**



**AP STATE COUNCIL OF HIGHER EDUCATION  
CBCS - PATTERN FOR COMMUNICATIVE ENGLISH**

**SRI KRISHNADEVARAYA UNIVERSITY : ANANTAPURAMU**

**B.A. COMMUNICATIVE ENGLISH III YEAR - VI  
SEMESTER  
PART-II: COMMUNICATIVE ENGLISH**

**PAPER-VII: PRACTICAL BUSINESS COMMUNICATION**

**Unit I: Business Communication** **15 M**  
a) Types of communication tools  
b) Components of communication  
c) Elements of Business communication

**Unit II: Challenges in Business Communication** **15 M**  
a) Challenges for Business Communication in India.  
b) Business Communication Strategy  
c) Benefits of communication strategy

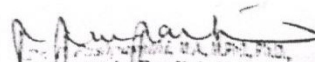
**Unit III: Effect of Communication strategies on consumers** **15 M**  
a) Providing Product information.  
b) Creating customer awareness  
c) Building Company Image  
d) Changing Customer Attitude  
e) Creating Brand Image

**Unit IV: An Organizational Culture in Business Communication** **15 M**  
a) Better Customer relationships  
b) Saving time and money  
c) More effective decision – making  
d) Successful problem – solving

**Unit V: Channels of communication** **15 M**  
a) Personal communication  
b) Broadcast Media  
c) Mobile communication  
d) Electronic Communication  
e) Written Communication

**Internal Evaluation** **25 M**

Ref Book: Essentials of Business communication Mary Ellen Guffey

  
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