## **Business Communication**

#### Course Duration: 30 hours

This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.

#### **Course Objectives:**

- The basis for decision-making and planning
- •Facilitates smooth operations
- Facilitates coordination
- Increases managerial efficiency
- Promotes industrial peace
- Facilitates control
- ·Basis of leadership
- Motivation

## Lesson 1 - Introduction

 Importance of communication skills in Business Management. Types of communication: the media and tools of communication. The Communication Process. Barriers and Gateways to communication.

#### Lesson 2 - Verbal and Non-verbal Communication

 Persona language and body language. Types of managerial speeches: occasional speech; thematic speech.
 Group Communication in: group discussions, meetings, seminars, and conferences.
 Art of facing interviews in: selection or placement, appraisal, disciplinary committees and exit interviews.

#### Lesson 3 - Written Communication Skills

✓ Formats for business letters and memos: routine type: sales promotion, bill collection, disciplinary action; persuasive messages; negative messages; job applications. Preparing a professional resume and cover letter, follow-up messages and letters. Internal communication through: memos, minutes, notices, circulars. Writing effective Business Reports; Digital Communication. Powerpoint preparation; Using Web as a source of knowledge Sharing.

## Lesson 4 - Recruitment and Employment Correspondence

 ✓ Drafting the Employment Notice, Job Application Letter; Curriculum Vitae/ Resumes; Joining Interview; An offer of employment; Job Description; Letter of Acceptance, Letter of Resignation and Promotion, Testimonials and References.

#### Lesson 5 - Business and Social Etiquette

 Professional conduct in a business setting: workplace hierarchy; the proper way to make introductions; Use of courteous phrases and language in the workplace. Professional Image: appropriate business attire; Telephone Etiquette; Table etiquette..

## **Course Outcomes:**

1. Student applies the knowledge by speaking confidently and communicating effectively in different business situations.

2. Student creates correct business letters for both Internal and External business environments.

3. The student creates and designs different letter formats effectively in a realistic way with reference to organizational goals.

4. The student analyses the situation shows professionalism and displays a good Code of conduct at the workplace according to the need.

5. The student applies and addresses the group dynamics, business problems by critical analysis of situations.



> Medio Principal R.G. Kedia College of Commerce Esamia Bazar, Hyderabad

MARWADI SHIKISHA SAMITHI					
	R G KEDIA COLLEGE OF COMMERCE				
	CHADERGHAT - HYDERABAD DEPARTMENT OF BUSINESS MANAGEMENT Certificate Course on Business Communication				
-					
ON 09/	11/2018		_		
Sno	Hall Ticket No	Name of the student	Course	Signature	
1	117016862002	RAMISHETTY SAILAKSHMI	MCA	Sai Lakshmi	
2	117016862003	CHEENNABOINA SOUJANYA	MCA	Coujanya.	
3	117016862004	MOOOLA LITESH GOUD	MCA	M. Litesh Goud	
4	117016862006	A BHANU PRAKASH REDDY	MCA	Bhanu Prakash	
5	117016862008	RACHOTI SUMITHKUMAR	MCA	Sumith Kumar	
6	117016862010	SAJJANA SAI KUMAR	MCA	Saikumar	
7	117016862011	N SRAVAN KUMAR	MCA	Srowan Kumar	
8	117016862014	MD SAZODDIN	MCA	Md Szoddin	
9	117016862016	CHALLA SRINIVAS	MCA	C. Srinicas	
10	117016862017	THUNIKI SATHEESH	MCA	T. Sattreech	
11	117016862021	BILAKANTI PRANEETH KUMAR REDDY	MCA	B. Planeith	
12	117016862022	MIRIYALA NARESH KUMAR	MCA	Naresh	
13	117016862024	MADHI REDDY THARUN	MCA	Tharon	
14	117016862027	PAGIDIMARRI CHANDRAKALA	MCA	Chandrakala	
15	117016862029	MUCHA PREETHI	MCA	N. Preetti	
16	117016862030	RAVULA JHANSI	MCA	Thangi	
17	117016862032	DIVYA SAHU	MCA	Divya	
18	117016862033	G.POOJA	MCA	Pooja	
19	117016862036	M SULTANA	MCA	Sultana	
20	117016862038	K C MADHAVA MURTHY	MCA	Madhava Murthy	



Principal R.G. Kedia College of Commerce Esamia Bazar, Hyderabad

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MARWADI SHIKISHA SAMITHI				
R G KEDIA COLLEGE OF COMMERCE				
CHADERGHAT HYDERABAD				
	DEPART	MENT OF BUSINESS M	ANAGEME	NT
	Certificate C	<b>Course on BUSINESS CO</b>	MMUNICA	TION
		1	5 2 2019	
S.No	Hall Ticket No	Name of the student	Course	Signature
1	117017672003	J Parusharamu	· MBA	R.
2	117017672005	M Shubham	MBA	Shubham
3	117017672006	Makam Preethi	MBA	preethi M
4	117017672007	M K Imtiyazuddin	MBA	7.107-
5	117017672018	Mitesh Agarwal	MBA	alla
6	117017672019	Battu Gowthami	MBA	Conthani
7	117017672020	Akkem Ram Kumar Yadav	MBA	Alt whethe
8	117017672021	A Sirisha	MBA	Lisinha A
9	117017672023	Boddula Maheshwari	MBA	Ry
10	117017672024	Thakur Neeraj Singh	MBA	Neexa Singh
11	117017672031	D Shashikanth	MBA	er me i
12	117017672032	K Deekshitha	MBA	white
13	117017672033	Avula Deepika	MBA	Pul 2
14	117017672034	Mahenderkar Aparna Rani	MBA	An an
15	117017672036	Gatla Soumya	MBA	20
16	117017672045	Raghukul Susheel Singh	MBA	goinga
17	117017672050	Shanavena Devender	MBA	00
18	117017672052	Gundu Ramakrishna	MBA	Const.
19	117017672053	Karthik Kumar Trivedi	MBA	1/ Atrila DR
20	117017672054	Bollaboina Swathi	MBA	Swith
21	117017672055	Priyanka Sharma	MBA	Bruch
22	117017672060	C Akshay Kumar	MBA	porganna
23	117017672061	S K Sateesh	MBA	Sateart 5.6
24	117017672062	Mora Kiran	MBA	King
25	117017672063	Dara Pranathi	MBA	branathi
26	117017672072	Karadi Rajitha	MBA	RD ato
27	117017672073	Bangaru Goutham Kumar	MBA	Cilling
28	117017672074	V Srinu	MBA	Swind .
29	117017672075	Regodu Nikitha	MBA	Dudikidha
30	117017672076	Mirdoddi Krishna	MBA	K NIMITA
31	117017672077	Mohammed Zaki Uddin	MBA	MUSSE
32	117017672078	Mattam Srikanth	MBA	Laite l
33	117017672079	Y Ramsai	MBA	Sukanth
34	117017672080	Beigam Bhargavi	MBA	Bhanders
35	117017672097	Narraula Vinod	MBA	Dinightor
36	117017672098	Kanthala Sucharitha	MBA	A
37	117017672099	Banoth Abhiram Sai	MBA	S. chariane

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117017672100	C Parusha Ramudu	MBA	fang?
117017672102	Silasagaram Manasa Gouri	MBA	Manasa
117017672103	Padakanti Rajitha	MBA	Repper
117017672104	Soma Neha	MBA	Sivela
117017672105	B Anil	MBA	pril Q 1
117017672106	Raman Singh	MBA	Rancopletion
117017672107	Dandu Damayanthi	MBA	Damaytershi
117017672108	Paramsukh Abhilash Singh	MBA	ADIA
117017672109	Telukonti Nanda Kishore	MBA	Lishore
117017672110	M Sagarika	MBA	Saganika
117017672161	Priyanka	MBA	Priya
117017672162	Kamble Vivek	MBA	Viver
117017672163	Gadiwale Jaspreet kaur Jeet	MBA	CATTACK ST
117017672164	K Keshava Bhushanam	MBA	Kender Run
117017672165	Akshita Srivastav	MBA	Akhita
117017672166	T Shivani	MBA	Shirtani J
117017672167	Ram Kishan Avale	MBA	Bern
	117017672100 117017672102 117017672103 117017672104 117017672105 117017672106 117017672107 117017672108 117017672109 117017672161 117017672163 117017672164 117017672165 117017672166 117017672167	117017672100         C Parusha Ramudu           117017672102         Silasagaram Manasa Gouri           117017672103         Padakanti Rajitha           117017672104         Soma Neha           117017672105         B Anil           117017672106         Raman Singh           117017672107         Dandu Damayanthi           117017672108         Paramsukh Abhilash Singh           117017672109         Telukonti Nanda Kishore           117017672110         M Sagarika           117017672161         Priyanka           117017672162         Kamble Vivek           117017672163         Gadiwale Jaspreet kaur Jeet           117017672165         Akshita Srivastav           117017672165         Akshita Srivastav           117017672166         T Shivani           117017672167         Ram Kishan Avale	117017672100C Parusha RamuduMBA117017672102Silasagaram Manasa GouriMBA117017672103Padakanti RajithaMBA117017672104Soma NehaMBA117017672105B AnilMBA117017672106Raman SinghMBA117017672107Dandu DamayanthiMBA117017672108Paramsukh Abhilash SinghMBA117017672109Telukonti Nanda KishoreMBA117017672161PriyankaMBA117017672162Kamble VivekMBA117017672163Gadiwale Jaspreet kaur JeetMBA117017672164K Keshava BhushanamMBA117017672165Akshita SrivastavMBA117017672166T ShivaniMBA117017672167Ram Kishan AvaleMBA



Principal R.G. Kedia College of Commerce Esamia Bazar, Hyderabad

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	R G KEDIA COLLEGE OF COMMERCE CHADERGHAT HYDERABAD				
	De	epartment Of Business M	anagement		
	Certifi	cate Course on Business (	Communication		
<b>G N</b>	In the second	15-02-2019	1		
S.No	Hall Ticket No	Name of the student	Course	Signature	
1	1170-16-401-001	Afsa Sadia Khatton	B.Com (Generals)	the	
2	1170-16-401-002	Bandari Akshitha	B.Com (Generals)	PRIKILITINA	
3	1170-16-401-003	Biradar Sai Kiran	B.Com (Generals)		
4	11/0-16-401-018	Mahajan Prashant Ankush	B.Com (Generals)	Washing	
5	1170-16-401-019	Manmeet Singh	B.Com (Generals)	Manuaeth Srigh	
6	1170-16-401-044	Sarma	B.Com (Generals)	Senner	
7	1170-16-401-055	Mirza Bahadur Ali	B.Com (Generals)	Mirze	
8	1170-16-402-005	Avadutha Shiva Prasad	B.Com (Computers)	SLIVA	
9	1170-16-402- 024	Gunda Malla Vijay Kumar	B.Com (Computers)	Vijan	
10	1170-16-402- 029	Jirra Shiva Prasad	B.Com (Computers)	1. Shiv-busad	
11	1170-16-402- 030	Kalyankar Madan Lal	B.Com (Computers)	Lahjar	
12	1170-16-402- 081	Syeda Adeeba Naaz	B.Com (Computers)	Syca Heeba	
13	1170-16-402- 082	Syeda Bibi Hajera Banu	B.Com (Computers)	Operty	
14	1170-16-402- 083	Syed Ahaduddin	B.Com (Computers)	Steam	
15	1170-16-407-010	Lovate Gopal	B.Com (Honors)	Gala	
16	1170-16-407-011	M.A. Forkhan	B.Com (Honors)	Forking	
17	117016-407-012	Mirza Hameed Ullah Baig	B.Com (Honors)	A	
18	1170-16-467-006	Kammari Naresh	B.Sc(MSCs)	Nousi	
19	1170-16-467-007	Kommari Kishore	B.Sc(MSCs)	Kitlass	
20	1170-16-467-008	Korrani Naveen	B.Sc(MSCs)	Noven	
21	1170-16-684-007	Mohd Abdul Samee	B.B.A	Abdul	
22	1170 -16-684-008	Qazi Md Moiz Uddin Razi	B.B.A	a	
23	1170-16 -684-009	Shivani Prasad	B.B.A	Slovens	
24	1170-16-401-064	Yash V.Sajnani	B.Com (Generals)	Bantanani	



MARWADI SIKSHA SAMITHI R.G. Kedia College of Commerce [Affiliated to Osmania University, NAAC Re-Accredited]] 3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

#### **Report on MS Access**

A thorough report on the Certificate Course in MS ACCESS conducted by Department of Commerce in collaboration with Department of MCA ,R G Kedia College of Commerce for 30 hrs from 7<sup>th</sup> September to 22<sup>nd</sup> September for the academic year 2018-19 was offered to BSc and B.Com students. The purpose of the training was to provide participants with the abilities and knowledge required for using Microsoft Access for efficient data management and analysis. Listed the course's major components and results below.





#### **Course Details:**

Course Title: Certificate Course in MS Access Duration: 7<sup>th</sup> September to 22<sup>nd</sup> September 2018-19

Target Audience: BSc and B. Com students Total Participants: 40

Course Instructor: Mrs.Syeda Baseera Unnisa Course Location: Class Room and Computer Lab

#### **Course goals include**

In order to familiarize participants with the basics of database management systems. To acquaint participants with the attributes and capabilities of Microsoft Access.

To give participants the tools they need to build,

edit, and maintain databases using Microsoft Access. To give practical expertise in creating and executing database solutions for scientific and corporate data.

To improve participants' MS Access querying, reporting, and data analysis abilities.

#### **Course Feedback**

Surveys and informal conversations were used to gather participant input. The course's substance, expertise of the instructor, and practical exercises all garnered positive reviews. The participants actively participated in the project presentations, practical activities, and discussions. To increase the practical relevance, additional real-world case studies and examples from the commercial and scientific fields should be used.

**Conclusion:** The Certificate Course in MS Access for BSc and B. Com students successfully equipped participants with essential skills in database.





MARWADI SIKSHA SAMITHI R.G. Kedia College of Commerce (Affiliated to Osmania University, NAAC Re-Accredited)| 3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

#### Notice

Date:24<sup>th</sup> August 2018

All the students (B.Com/Bsc) are hereby informed that College is organizing a Certificate Course on MS ACCESS conducted by Department of Commerce in collaboration with Department of MCA, R G Kedia College of Commerce for 30 hrs from 7<sup>th</sup> September to 22<sup>nd</sup> September 2018 for the academic year 2018-19 by Mrs.Syeda Baseera Unnisa,,Head of Department of Computer Science. Students interested should give their names to Mr.Madhu, Department of Commerce .Last Date to give names is 1<sup>st</sup> September 2018.





MARWADI SIKSHA SAMITHI



R.G. Kedia College of Commerce (Affiliated to Osmania University, NAAC Re-Accredited)] 3-1-336, Esamia Bazar, Opp. New Chaderghat Bridge, Hyderabad- 500027.

# MS Access

1. INTRODUCTION TO DATABASE	4. Operators
What is MS-Access & its History	Arithmetic Operators
Introduction to basics of SDLC (Software	Logical Operators
development life cycle) design.	
Basic terminology of MS-Access	Comparative Operators
Advantages of MS-Access	5. Query Building and Expression (Query Syntax)
Database environment	<ul> <li>Introduction of SQL Statements (DML, DCL, TCL, DDL)</li> </ul>
Object Model of MS-Access	How to Extract data using Queries using SQL
<ul> <li>Different versions of MS-Access (2000,2002- 2003,2007,2010 &amp; 2013) and what's new in ea version of it</li> </ul>	How to Insert/Update/Append/Delete data     using Queries
<ul> <li>Different file formats - *.mdb, *.accdb,*.accdt,*.accde, *.be.accdbetc., and when to use which format of</li> <li>MS Access.</li> </ul>	<ul> <li>Extract data from Multiple tables using Queries (Inner Join, Outer Join, Right Join, Union, Union All)</li> </ul>
How to Customize MS-Access as per your requirement.	Understanding Actionable Queries
2. Creating your first Database	6. Creating Reports
Overview of access database	Report basics
Saving and open database	Printing, Previewing and exporting a report
How to take backup of your MS-Access DB	Formatting a report
How to Improve the performance of MS-Acces     real quick	<b>7. Creating Forms</b>
<ul> <li>Navigation pane: Tabs, Tables, Queries, Forms Reports, Modules &amp; Macros</li> </ul>	Overview of Forms
3. Building smarter tables	<ul> <li>Sorting and filtering in a form</li> </ul>
What are Data Types in MS-Access	
<ul> <li>Data Types: Text, Memo, Number, Date/Time Currency, AutoNumber, Boolean, OLE Object Hyperlink,</li> <li>Attachment, Lookup Wizard</li> </ul>	, ,
What is the appropriate data type you need to choose for a column	
Design the tables with appropriate data type     and appropriate keys	
<ul> <li>Types of Views: Design View, Data Sheet View (old versions: - Pivot Table&amp; Pivot Chart View)</li> </ul>	, )



MARWADI SIKSHA SAMITHI R.G. Kedia College of Commerce [Affiliated to Osmania University, NAAC Re-Accredited]] I-1-336, Esamia Bazar, Opp. New Chaderghal Bridge, Hyderabad- 500027.

#### **Report for Certificate Course on Machine Learning using Python**

#### Introduction

The Certificate Course on Machine Learning Using Python was created to give BSc students a thorough understanding of machine learning ideas and practical Python programming abilities. Participants received a firm foundation in machine learning methods and applications during the course's 30 hours.

#### **Course Details:**

Course Title: Certificate Course in Machine Learning using Python Duration: 18<sup>th</sup> Jan to 2<sup>nd</sup> February 2019 Target Audience: BSc students Total Participants: 27 Course Instructor: Dr.K.V.S Sudhakar

Course Location: Class Room and Computer Lab

#### **Learning Objectives**

The following goals were the course's primary focus:

a. Introduce students to the core ideas and methods behind machine learning.

b. Allow students to use NumPy, Pandas, and Scikit-learn Python libraries to create machine learning models.

c. Improve the knowledge of feature engineering, model evaluation, and data pretreatment among students.

d. Offer practical training in creating machine learning solutions for actual issues.

#### **Teaching Methodology**

To ensure that students learned the material, the course used a combination of lectures, practical coding assignments, and projects. Concepts were well explained by the lecturer, then examples from real-world applications and code walkthroughs were given. Active participation, questioning, and conversation were all encouraged among the students. To help with retention and to promote application, regular



assignments and projects were given.

#### **Certification and Evaluation**

The course included three requirements: active participation, assignment completion, and submission of a final project. The final project gave students the chance to show how well they understood the course material and how to use machine learning to solve a practical issue.



Participants received certificates recognising their accomplishment in Python Machine Learning upon satisfactory completion.

#### Conclusion

Certificate Programme in Machine Learning The BSc students' use of Python gave them a strong foundation in machine learning theory and application. Students were able to use cutting-edge methods to tackle problems in the real world by learning how to use machine learning algorithms and understanding Python libraries. They gained useful abilities from this course that they may use in a variety of fields and that will help them in their future studies or employment in machine learning. The students felicitated Dr.K.V.S Sudhakar for his efforts and guidance for providing the certificate course and requested to continue the same certificate course for future to benefit other students also.

#### **Course Modules for MACHINE LEARNING USING PTYTHON**

#### By Dr.K.V.S Sudhakar

• Module 1: Introduction to Machine Learning Introduction to machine learning concepts and terminology

Different types of machine learning (supervised, unsupervised, reinforcement learning)

Overview of the machine learning workflow

Introduction to Python programming basics and data manipulation using NumPy and Pandas

# Module 2: Data Preprocessing

Handling missing data and outliers

Feature scaling and normalization

Encoding categorical variables

Splitting data into training and testing sets

## • Module 3: Supervised Learning Algorithms

Linear regression for regression problems

Logistic regression for classification problems

Decision trees and ensemble methods (Random Forest, Gradient Boosting)

Evaluating model performance and understanding evaluation metrics

• Module 4: Unsupervised Learning Algorithms Clustering algorithms (K-means, DBSCAN)

Dimensionality reduction techniques (Principal Component Analysis)

Introduction to recommendation systems

#### • Module 5: Deep Learning

Introduction to neural networks and their architectures

Building and training neural networks using TensorFlow and Keras

Convolutional Neural Networks (CNN) for image recognition

Recurrent Neural Networks (RNN) for sequence data analysis

• Module 6: Model Evaluation and Validation

Cross-validation techniques

Hyperparameter tuning and model selection

Overfitting and regularization techniques

Advanced evaluation metrics and interpreting model results

# • Module 10: Data Visualization and Communication

Exploratory data analysis using Matplotlib and Seaborn

Creating effective visualizations to communicate insights

Presenting machine learning results and findings

Throughout the course, practical exercises, coding assignments, and mini-projects should be included to provide hands-on experience and reinforce the concepts taught in each module. Additionally, interactive discussions, guest lectures from industry experts, and real-world examples can further enhance the learning experience for BSc students.





MARWADI SIKSHA SAMITHI R.G. Kedia College of Commerce [Affiliated to Osmania University, NAAC Re-Accredited]] 3-1-336, Esamia Bazar, Opp. New Chaderghal Bridge, Hyderabad- 500027.

# Notice

Date:5<sup>th</sup> Jan 2019

All the BSc students are hereby informed that College is organizing Certificate Course in Machine Learning using Python conducted by Department of Commerce in collaboration CSI Wesley Institution of technology and Sciences for 30 hrs. from 17<sup>th</sup> January 2019 to 2<sup>nd</sup> February 2019 for the academic year 2018-19. Students interested should give their names to Mr.Harishwar Reddy, Department of Science . Last Date to give names is 12<sup>th</sup> January 2019

