# B.B.A

**Sem 1**

# Conversational English

**Syllabus**

**Course objectives:**

To hone students’ communication skills

To strengthen students’ ability for business writing

To equip the students with the knowledge of various aspects of

communication.

**Unit 1: Communication (Marks 15)**

Introduction to communication and its process

Types of communication

Communication Networks

Barriers to communication

Remedies for the communication

**Unit 2: presentation strategies and interview skills (Marks20)**

How to prepare presentation

The strategies for delivering presentation

Tips for the interview skills and its techniques

**Unit 3: Grammar** **(Marks 20)**

Tenses (Simple and continuous)

Prepositions

Homophones

**Unit 4: Business writing (Marks 15)**

Tips for building Resume and CV

Drafting Notices and agenda

**Reference books:**

* Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha

(Part I and Part II)

* Business Communication by Sultan Chand and sons
* Telephoning in English Third Edition by B. Jean Naterope Abd Rod Revell

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