

**3rd SEMESTER
SKILL ENHANCEMENT COURSE (SEC)**

BBA318S3: BUSINESS COMMUNICATION

CREDITS: THEORY: 02, TUTORIAL: 02

Aims: *The syllabus has been designed keeping in view the role of English as a major language of international communication in the present world scenario. This programme aims at equipping the student with excellent communicative skill in diverse applications of English Language. The course is designed to open up a wide spectrum of career avenues in a fast evolving knowledge society.*

Objectives: *To familiarize the students with the origin and development of Language with special reference to English.*

To introduce the students to functions of Language.

To sensitize the students to the application of Linguistics in different areas of communication.

THEORY: 02 CREDITS

UNIT-I:

Evolution of human language— uniqueness of human language—English as a Global language— Functions of Language 1. Instrumental 2. Regulatory 3. Interactional 4. Personal 5. Heuristic 6. Sensitize Imaginative 7. Representational.

UNIT-II:

Functional English—definition—conceptualisation in the light of the purposes/functions of language— Acquisition of skills, ELT, SRW- Grammar-Phonetics-Vocabulary building.

TUTORIAL: 02 CREDITS

UNIT-I:

Varieties of English- British and American English- Its applications. Business English: Business communication-Business vocabulary

UNIT-II:

Meetings-Presentations- Negotiations-Socializing-Biz Journals and periodicals. Sports and entertainment: announcing- comparing- commentaries.