**B.B.A.**

**PART-II**

**I YEAR – I SEMESTER**

**COURSE CODE: 7BBA121**

**ENGLISH LANGUAGE COURSE – I - BUSINESS ENGLISH**

**Unit I**

Basic English Grammar – Tenses and Voices – Simple Exercises – Paragraph construction – Essay writing – Developing hints into paragraphs / essays – Comprehension of a given passage.

**Unit II**

Business Letters – different structural forms – parts of a business letter – essentials of an effective business letter – simple business letters: Placing order, Complaint letter & Sales letter.

**Unit III**

Job Application Letters – Bio-data – Testimonials – Interview call letter – Appointment order – Complaint / Request Letters to public authorities – Letters to the editor

**Unit IV**

Internal Communications – Office Memorandums – Office circulars – Charge sheets – Letters of confirmation, promotion, termination and resignation

**Unit V**

Characteristics of good Advertisement copy – Structure of an advertisement copy – Types of advertisement copy – Writing effective advertisement copy – Exercises on writing advertisement copy for products and organizations – Email – Guidelines in managing Emails.

**Books for Reference:**

1. Essentials of Business Communication – Rajendra Pal & J.S.Korlahalli
2. Effective Business English Correspondence – Ramesh & Pattanshetti
3. Developing Communication Skills – Krishna Mohan & Meera Banarji
4. Business Communication Strategies – Matthukutty M. Monipally

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**I YEAR – II SEMESTER**

**COURSE CODE: 7BBA221**

**ENGLISH LANGUAGE COURSE - II - BUSINESS REPORT WRITING**

**Unit I**

Introduction: Need for developing report writing skill – Business Reports: Meaning and characteristics – Kinds of Business Reports – Steps in drafting formal business reports – Structure of a business report.

**Unit II**

Report by individuals – situations – points to be considered in writing individual reports – Routine, Analytical and investigative reports – Reports by company secretary: statutory and other reports – exercises.

**Unit III**

Committee Reports – reports on problems / opportunities in business – Writing agenda and minutes – essentials in writing minutes – minutes of various meetings – exercises.

**Unit IV**

Art of summarizing reports – Precis writing practice – Public relations Department: Importance – Functions of PRO – External and internal relations.

**Unit V**

Press Reports – importance – Writing press releases by companies – occasions – Market Reports – nature – writing simple market reports – exercises.

(**Note: Questions must be asked 60% in writing model reports / minutes and précis which are covered in Units II, III and V** – **Remaining 40% questions on theory)**

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