Bachelor of Business Administration (B.B.A)

Teacher name: Dr Ravneet Semester 2nd

April 2021

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| Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication. Essentials of effective business communication. |

May 2021

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| Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular) |

June 2021

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| Correct word usage – Homonyms, Antonyms and Synonyms.Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); |

July 2021

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| job application, leave application. Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct. |