



Bachelor of Business Administration (B.B.A.)			Semester II
Course Title: Communicative English	Course Code:		Type of Course: AEC
Credit:02	Theory:02 Hours	Practical: Nil	Teaching Hours: 30
Internal Marks:25	External Marks:25	Total Marks: 50	External Exam Time: 2 Hours

COURSE OUTCOMES:

Upon completion of this course, students will be able to:

Unit 1: Communication Fundamentals

1. Understand the meaning and significance of communication.
2. Identify and explain the elements of the communication process.
3. Differentiate between various types of communication (verbal, non-verbal, written, etc.).
4. Recognize barriers to effective communication and propose strategies to overcome them.
5. Apply techniques for improving their own communication skills.

Unit 2: Language and Grammar

1. Demonstrate a clear understanding of past tense and its usage.
2. Identify and correctly use regular and irregular verbs in the past tense.
3. Formulate grammatically correct affirmative, negative, and interrogative sentences in the past tense.
4. Differentiate between active and passive voice in the past tense.
5. Convert sentences between active and passive voice in different sentence types.
6. Identify and effectively use a variety of conjunctions in sentence construction.

Unit 3: Communication Skills in Professional Context

1. Prepare effectively for job interviews, considering verbal and non-verbal communication.
2. Demonstrate effective verbal and non-verbal communication skills during interviews.
3. Respond confidently and appropriately to common interview questions.
4. Create an impressive resume/CV that highlights relevant skills, experiences, and achievements.
5. Format and organize information in a clear and professional manner in resumes/CVs.
6. Tailor resumes/CVs to meet the requirements of specific job applications.
7. Engage in telephonic conversations professionally, handle calls, and provide information.
8. Develop interpersonal skills, active listening, and empathy in face-to-face conversations.
9. Apply effective techniques for resolving customer complaints and providing satisfactory solutions.
10. Manage difficult customers and handle challenging situations professionally.

COURSE CONTENT

Unit – 1	Communication Fundamentals	Hours:06
	Communication: Meaning, Importance, and Process Definition and significance of communication Elements of the communication process Barriers to effective communication	
Unit – 2	Language and Grammar	Hours:12
	1. Grammar: Past Tense • Introduction to past tense and its usage • Regular and irregular verbs in the past tense • Formation of affirmative, negative, and interrogative sentences in the past tense 2. Active and Passive Voice (limited to past tense only)	



	• Understanding active and passive voice • Formation of passive sentences in the past tense • Active and passive voice conversion in different sentence types 3. Conjunctions • Introduction to conjunctions and their role in sentence construction • Exploring various conjunctions • Usage and placement of conjunctions in sentences	
Unit – 3	Communication Skills in Professional Context	Hours:12
	1. Interview Skills • Preparing for job interviews • Effective verbal and non-verbal communication in interviews • Responding to common interview questions • Techniques for showcasing skills and experiences 2. Resume and CV Writing • Understanding the purpose and structure of a resume/CV • Highlighting relevant skills, experiences, and achievements • Formatting and organizing information effectively • Tailoring resumes/CVs for specific job applications 3. Conversations in Various Situations • Telephonic Conversations: Handling phone calls professionally, taking messages, providing information, etc. • Face-to-Face Conversations: Developing interpersonal skills, active listening, empathy, etc. 4. Resolving Customer Complaints as a Call Center Representative • Understanding customer needs and expectations • Active listening and empathy in customer interactions • Techniques for resolving complaints and providing satisfactory solutions • Managing difficult customers and handling challenging situations	
Skill Development Activities: Practical Application		
REFERENCES		
1. Making Sense of English – MA Yaduguri 2. English Grammar and Composition – Wren and Martin 3. Spoken English: A Foundation Course – Kamlesh Sadanand and Susheela Punitha [part 1&2] 4. Communication Skills – Nageshwar Rao and Rajendra P. Das 5. Business Communication – Urmila Rai and SM Rai		