BBA 1st year

Session 2008 ===> repetition for 2012

Course No-101- Communications Skills

Course Objective

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Maximum Marks 100 Term End 80 Cont. Assessment 20

The aim of this course is to enable students to express different meanings with the help of appropriate structures and to enable them to write coherently.

Unit 1

- Define and indefinite meaning: the, a/an, zero articles (in context only)
- Expressing PAST, PRESENT and FUTURE time, tense and aspect (in context only)

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- The passive (in contexts)
- Business correspondence: Business letters, layout, the date, opening/closing a letter, subject heading etc.

Unit 2

- Doing things: requests, obligations, permission, ability, advice, suggestions etc. (in contexts and situations)
- Reported speech: statements; questions and requests (in contexts).
- Relative clauses.
- Formal & informal business letters, personal business letters; structure & presentation.

Unit 3

- Coordination & subordination
- Cohesive devices: although, even, though, however, in short, in spite of, etc. (in contexts)
- Contracted forms
- Fax; E-mail, telephone, telex as means of communication: structure and presentation.

Unit 4

- Paragraph writing: Parallel writing based on given text and clues
- Reordering scrambled paragraphs
- Developing a paragraph from given topic sentences.

Hoyagard