

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

**Course Code: BBA 110**

**Course Name: Business Communication**

**L - 3, T - 0**

**Credits – 3**

**Objective:** To train students to enhance their skills in written as well as oral communication through practical conduct of this course. This course will help students in understanding the principles and techniques of business communication.

### **Course Outcomes:**

**CO1:** Proficiency in formal written communication

**CO2:** Appreciate diversity and adapt to multicultural communication

**CO3:** Analyze the forms and methods of formal and informal mode of communication

**CO4:** Ability to make effective and well- articulated presentations

**CO5:** Explore the significance of effective listening