



Dr. Babasaheb Ambedkar Open University
School of Commerce and Management

BBA SEM 2
Business Communication -2

UNIT	CONTENT
1.	ACADEMIC VOCABULARY AND ENGLISH FOR BUSINESS
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2.	BUSINESS ETIQUETTES
	2.0 Objectives 2.1 Introduction 2.3 Business Etiquettes 2.4 Key Words 2.5 Check Your Progress 2.6 Books Suggested
3	INTERPERSONAL COMMUNICATION AT WORKPLACE
	3.0 Introduction 3.1 Interpersonal Communication 3.2 Interpersonal Communication at work place 3.3 How to Improve Interpersonal Communication at Workplace 3.4 Importance of Interpersonal Skills in the Workplace 3.5 Let Us Sum UP 3.6 Key Words 3.7 Check Your Progress 3.8 Books Suggested
4.	INFORMATION TECHNOLOGY TOOLS IN BUSINESS COMMUNICATION
	4.0 Objectives 4.1 Introduction 4.2 IT Tools in Business Communication (A) E –mail (B) Instant Messaging and Chat apps (C) Video Conferencing (D) Collaboration Tools (E) Leveraging social media for Business communication 4.3 Let’s sum up 4.4 Key words 4.5 Check your progress 4.6 Suggested Reading
5.	GLOBALIZATION & COMMUNICATION
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	<p>B. Trade and Liberalization C. Transportation structure D. Cultural Exchange 5.4 The Role of Communication in Globalization 5.5 Challenges of Global Communication 5.6 Let's Sum up 5.7 Key Words 5.8 Check your Progress 5.9 Suggested Books</p>
6.	PRESS REPORT
	<p>6.0 Objectives 6.1 Introduction 6.2 Meaning and concept <ul style="list-style-type: none"> • Press Release- structure and form • Understanding of writing skill • Writing skill with a view to Report writing • The role of Report writing in Mass-media and Journalism • Press Report in broader term Report writing 6.3 The features of Press Release 6.4 The functions of Press Release 6.5 Types of Press Release 6.6 Let Us Sum Up 6.7 Check your progress 6.8 Key Words 6.9 Suggested Reading</p>
7.	WRITING FOR MEDIA
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8.	ADVERTISING: A TOOL OF MARKETING
	<p>8.0 Objectives 8.1 Introduction 8.2 Background 8.3 Definitions 8.4 History of Advertising 8.5 Difference between advertising and marketing 8.6 Various tools of marketing 8.7 Objectives of advertisement 8.8 Keywords 8.9 Let us sup up 8.10 Check your progress 8.11 Books suggested</p>
9.	REPORT WRITING
	<p>9.0 Objectives 9.1 Introduction 9.2 Significance 9.3 Features 9.4 Types <ul style="list-style-type: none"> 9.4.1 Informal Reports 9.4.2 Formal Reports 9.5 Structure 9.6 Key Words 9.7 Let Us Sum Up 9.8 Books Suggested</p>

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10.	QUESTIONNAIRE
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