

ENGLISH FOR BUSINESS COMMUNICATION

Duration: Three months
Number of Hours: 30-35
Date of Commencement: 21 Aug 2019

Course Outcomes

At the end of the Course, student able to

- CO1: A comprehensive idea about business correspondence
- CO2: The ability to prepare business letters, business reports, technical proposal etc.
- CO3: The tips to improve their speaking skills
- CO4: A thorough knowledge in the field of proof reading and editing

Course Details

UNIT I

1. Definition, Meaning and Importance of Business Correspondence Meaning - purpose and uses
2. Common Business terms with usage

UNIT II -Telephonic Skills:

1. Preparing to make a telephone call -Receiving calls- Taking and leaving messages- Asking for and giving repetition- setting up appointments- changing appointments- ending a call- Situational Dialogues
2. 2. Presentation skills: planning and getting started- structure I - the introduction structure II - The main body-structure III - the end-using visual aids.
3. Meetings: what makes a good meeting- chairing a meeting- stating and asking for opinions- asking for giving clarifications- ending the meeting.

UNIT III :Writing Skills

1. Business Letters and Resumes: Importance- Elements- Lay out- Elements of Style- Types of Business Letters- Resume Preparation
2. Business Reports: Definition-Salient features- Significance- Types- Preparation and Planning- Data Collection- Analyzing and organizing the data- Preparing an outline- Structure of Formal Reports- Style of Reports- Preparing a check list sample reports
3. Technical Proposal: Purpose- Importance- Types- Structure Code Contact Hrs/week Credit Semester
4. E-mail writing: Introduction- Reasons for popularity- Common pitfalls- Guiding principles for Composition- maintaining Common Etiquette

UNIT- IV Other Business writings:

1. Itinerary writing- Inter-office Memorandum(Memo)- Circulars- notice, Agenda and Minutes- Advertising

2. Editing and proofreading: significance- Advantages- Steps involved in the Editing process- Proof reading a document Standard proofreading symbols
3. Art of condensation: Precise, summary

Assessment Procedures

Assignments
Seminars
Peer Evaluation

Books for Reference and Further Reading:

Kumar, Sanjay & Latha, Pushpa. Communication Skills. New Delhi: OUP, 2011 2.
Blundel, C.A & Middle Miss. NMG. Career: English for Business and Commercial World. New York: OUP, 2009
RC, Bhatia. Business Communication. New Delhi: ANE Books, 2008
KK, Lakshmi & KK, Ramachandran. Business Communication. New Delhi: Mac Millian, 2007
Robins MH & Vidya S. Communicative Competence in Business English. New Delhi: Orient Longman, 2007
Kitty O Locker & Stephen Kyo. Business Communication- Building Critical Skills. New York: McGraw Hill, 2001
Sweeny, Simon. Communicating in Business, New Delhi: CUP, 2004