

SEMESTER I

Course Name: General Course I

Business English

No. of Credits: 2

Objectives:

The objective is to introduce Business English to undergraduate students for effective communication in business organization.

Learning Outcomes:

At the end of this course, student should be able to

- (a) Understand correct usage of English language and sentence
- (b) Understand how to converse in business situations and
- (c) Able to write effective e-mails.

Pre-requisites:

Preliminary knowledge of English Grammar.

Text Books:

English Grammar and Composition – Wren and Martin

Business Communication – Urmila Rai, S.M Rai, Himalaya Publication House, 9th edition

Syllabus:

Unit 1 : Correct Usage of language

Agreement of the verb with the subject, Noun and Pronouns, Adjectives, Verbs, Adverbs, Conjunctions, Order of words, Punctuation, Spelling rules, The Formation of words – Compound words – Compound nouns, Compound adjectives, compound verbs, Primary Derivatives and Secondary Derivatives

Unit 2 : Structures of sentences

Unit 3 : Business English

Dealing with people – at work, customer service; Striking conversation – courteous talk, small talk, business meetings, party talk; Eliciting Information – eliciting information on government policies, decisions, laws-right to Information Act, Eliciting information during an interview

Unit 4 : Electronic Mailing

Art of mailing right; Making accepting and turning down offers; placing orders, responses, conveying regrets, sending firm reminders, acknowledging receipt.

Unit 5: Oral proficiency

Phonetics – elementary; impromptu, Group Discussions

Unit 6 : Telephone speaking skills, Presentation skills

Reference Books :

Scott Ober – Contemporary Business Communication, Biztara Publications

Sinha K K – Business Communication, Galgotia Publishing Company

Web References:

<http://www.businessenglishsite.com/general-business-english.html>

<http://www.englishclub.com/business-english/>

<http://www.better-english.com/exerciselist.html>