

ENGSEC-201

Business English

Course Objective: To introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills integral to personal, social and professional interaction. To develop the language skills of listening, reading and writing. To help the students to increase their proficiency in English by enhancing their resources to deal with communication needs of everyday life at home, at work, and in social interaction

Learning Outcome: At the end of the course the learner will be able to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. The students will be able to find a difference in their personal and professional interaction. The students will acquire and sharpen their language skills as they process the text on their own.

UNIT I

1. Introduction to Business English
2. Types of Communication
3. Channels of Communication
4. Directions of Communication

UNIT II

1. Conventions, Perceptions and Values of Communication
2. Interactive and Non-Interactive Correspondence: Need, Importance and Techniques
3. Internal Business Correspondence: Memos and Office Orders
4. External Business Correspondence: Planning Business Letters

UNIT III

1. Comprehension, Analysis and Interpretation
2. Principles of Communication and E-correspondence
3. The Internet: E-mail
4. E-commerce : The Revolution and other Communication Technologies

UNIT IV

1. Interviews
2. Meetings
3. Group Discussions
4. Oral Presentation

UNIT V

1. Making Notes
2. Documenting
3. Writing Letters : job applications, CV and resume
4. Writing Proposals and reports

Recommended Readings:

1. Business English, Pearson, 2009.
2. Fluency in English – Part II, OUP, 2006

Scheme of Examination:

The Core Course will be of 100 marks.

Internal Examination and Practical: 50 marks (20 marks Internal Exam and 30 marks Practical).

End Semester Examination (50 Marks):

1. VSTA: To answer 3 questions out of 4 from each unit @ 1 mark per question:
(4 questions per unit x 5 units = 20 questions)
3 questions x 5 units x 1 mark each = 15 marks
2. STA: To answer 1 question out of 2 from each unit @ 2 marks per question:
(2 questions per unit x 5 units = 10 questions)
1 question x 5 units x 2 marks each = 10 marks
3. Broad Type/Essay Type Answer with “either/or” option:
[like “either(a) or (b)”, “either(a) and (b) or (c) and (d)”, etc.]
To answer 1 question out of 2 from each unit @ 05 marks per question
(1 question x 5 units x 5 marks each = 25 marks)
