

BUSINESS COMMUNICATION IN ENGLISH

15PH205 THEORY

2 hours/week

UNIT-I

Introduction to Business Communication (4 hours)

- 1.1 Patterns of communication in the business world: upward, downward, horizontal, grapevine etc
- 1.2 Internal and external channels of communication; formal and informal channels.

UNIT-II

The Elements of Business Communication (6hours)

- 2.1 Introduction to cross-cultural communication.
- 2.2 avoiding gender, racial and other forms of bias in communication
- 2.3 Common forms of oral and written communication in the business world: Oral presentations, interviews and group discussions Memos, reports, summaries and abstracts, e-mails

UNIT-III

Reading (8 hours)

- 3.1 the importance of developing reading skills
- 3.2 the sub-skills of reading : a. understanding the main idea and supporting details b. reading between the lines : inferential reading c. understanding the writer's point of view d. making predictions e. guessing the meanings of unfamiliar words f. skimming and scanning g. note-making

UNIT-IV

Writing (7hours)

- 4.1 the importance of writing skills
- 4.2 the differences between speech and writing
- 4.3 the qualities of effective writing : coherence, cohesion, logical structuring and organization, clarity of language, stylistic variation etc.
- 4.4 the writing process : pre-writing, drafting, re-writing

UNIT-V

Soft skill development (5 hours)

- 5.1 soft skills: becoming a good leader and team-player
- 5.2 inter-relating soft skills and communication skills

Books Recommended:

- 1. Business Communication Today by Bovee et al (Pearson)
- 2. Business Communication by Meenakshi Raman and Prakash Singh (Oxford)
- 3. Crash Course in Personal Development by Brian Clegg (Kogan Page)
- 4. Activities for Developing Emotional Intelligence by Adele B.Lynn (HRD Press)
- 5. Lateral Thinking by Edward De Bono (Penguin)