

IMN201 :ENGLISH LANGUAGE COMMUNICATION-II

Module-1: Writing Letters, Memos, E-mail:

Writing routines, good-news & goodwill messages; Writing bad-news messages; Writing persuasive messages.

Module -2: Designing & Delivering Oral Presentations:

Planning, writing and completing oral presentations; Enhancing oral presentations with electronic slide shows and overhead transparencies.

Module -3: Writing employment messages and interviewing for jobs:

Writing resumes and application letters; Interviewing for employment and following up.

Module-4: Group Discussion & Business Etiquettes

Group discussion: Types; Role Functions in GD; Non-functional Behaviour Patterns in GD; Guidelines for Effective Group Discussions.'

Business Etiquettes

Reference Books:

1. Business Communication Today – Bovee, Thill, Schatzman
2. Business Communication, Meenakshi Raman & Prakash Singh, Oxford
3. Business Communication- concepts, cases & applications, Chaturvedi & Chaturvedi, Pearson
4. Communication for Management, Urmila Rai and S M Rai, HPH
5. Business and Managerial Communication, Sengupta, PHI
5. Business Communication for Managers, P. Mehra, Pearson
6. BCOM- Business Communication, Lehman, Sinha, Cengage
7. Soft Skills – Alex, S.Chand