

FHMF 209 Business Communication English (2-0-0)

Module – I

The Elements of Business Communication (10 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. 1.3 Introduction to cross-cultural communication. 1.4 avoiding gender, racial and other forms of bias in communication 1.5 common forms of oral and written communication in the business world: Oral presentations, interviews and group discussions Memos, reports, summaries and abstracts, e-mails

Module-II

Reading and writing (15 hours) 2.1 the importance of developing reading skills 2.2 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 2.3 the importance of writing skills 2.4 the differences between speech and writing 2.5 the qualities of effective writing : coherence, cohesion, logical structuring and organization, clarity of language, stylistic variation etc. 2.6 the writing process : pre-writing, drafting, re-writing 2.7

Module –III

Soft skill development (5 hours) 4.1 soft skills: becoming a good leader and team-player 4.2 inter-relating soft skills and communication skills

Text Books:

2. Business Communication Today by Bovee et al (Pearson)
3. Business Communication by Meenakshi Raman and Prakash Singh (Oxford)

RecommendedBooks :

1. Crash Course in Personal Development by Brian Clegg (Kogan Page)
2. Activities for Developing Emotional Intelligence by Adele B.Lynn (HRD Press)
3. Lateral Thinking by Edward De Bono (Penguin) 16