

17BB101-BUSINESS COMMUNICATION-I

Course Description and Objective:

To introduce students to the specific use of language for the purposes of Business Communication which would be an essential pre-requisite for success in the areas of writing and speech. The teaching efforts in this course will be directed towards making students develop their business and general writing abilities using the fundamental principles that apply to the correct use of the English language free of grammatical and other related errors.

Expected Learning Outcome:

By observing the rules of grammar, vocabulary and composition that are learnt during the course, students are made to appreciate the intelligent and innovative use of rules in order to be able to generate creative output in tune with the demands of industry and the corporate world. The course improves their power of comprehension and the ability to express themselves with rigor through writing and speech.

UNIT-I:

- 12 Hrs

- Text : GLOBAL ISSUES
(Child Labour – Food Crisis – Genetic Modification – E-waste – Assistive Technology)
- Grammar : Articles – Prepositions
- Vocabulary : Root–Prefixes-Suffixes -
Synonyms – Antonyms
- Composition : Paragraph Writing (Descriptive & Narrative)
Letter Writing (Formal -
Application - Business)

UNIT-II:

- 12 Hrs

- Text : MEDIA MATTERS
(History of Media – Language and Media – Milestones in Media – Manipulation by Media – Entertainment Media - Interviews)
- Grammar : Time and Tense (Present-Past-Future; Helping Verbs; Modals)
- Vocabulary : Use of Adjectives

- Composition : E-mail - Report-Writing - Writing Advertisements

UNIT-III:

- 12 Hrs

- Text : LESSONS FROM THE PAST
(Importance of History – Differing perspectives – Modern Corporatism – Lessons from the Past)
- Grammar : Subject-Verb Agreement - If Conditional
- Vocabulary : Idioms & Phrases – One-word Substitutes
- Composition : Summarizing and Note-making

UNIT-IV:

- 12 Hrs

- Text : Travel and Tourism
(Advantages and disadvantages of Travel – Tourism – Atithi devobhava – Tourism in India)
- Grammar : Sentence Transformation
(Degrees, Voice, Speech & Synthesis)
- Vocabulary : Phrasal Verbs
- Composition : Letter Writing (Formal - Application - Business)
- Practice : Situational Conversations – Role-Plays
(Introducing; Greeting; Enquiring; Informing; Requesting; Inviting – Emotions; Directions; Descriptions; Agreements; Refusals; Suggestions)

UNIT-V:

- 12 Hrs

- Text : GETTING JOB-READY
(SWOT-Analysis – Companies and Ways of Powering Growth – Preparing for Interviews)
- Grammar : Common Errors
- Vocabulary : Connectives – Discourse Markers
- Composition : Profile - Curriculum Vitae – Problem Solving (Case Studies)
- Practice : Group Discussions

Textbook:

1. Mindscapes - Orient Black Swan, 2012.

Reference Books:

1. V. R. Narayana Swamy, "Strengthen Your Writing", 1st edition, Orient Longman, 2003.
2. Thomas Elliott Berry, "The Most Common Mistakes in English Usage", 1st edition, Tata McGraw Hill, 2004.
3. T. Balasubramanyam, A Textbook of English Phonetics for Indian Students, Macmillan Ltd., 2000.
4. Sasikumar.V and P.V. Dhamija,. Spoken English: A Self-Learning Guide to Conversation Practice, 34th reprint, Tata McGraw Hill, New Delhi, 1993.
5. Margaret M Maison, "Examine your English", 1st edition, Orient Longman, 1999.
6. Meenakshi Raman and Prakash Singh, "Business Communication", 2nd edition, Oxford University Press, 2012