

17HS020 Business English Communication I

Course Description and Objectives:

This course aims at learning English for business purpose. In this course learner is introduced to English for specific purpose. This course allows learner to get basic knowledge of business English. Comprehensively designed syllabus allows learner to get train himself/herself in all four language skills.

Course Outcomes:

Upon completion of the course, the student will be able to achieve the following outcomes:

| COs | Course Outcomes |
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| 1 | Student will learn vocabulary related to staff training. Writing job application |
| 2 | Learner can able to use appropriate vocabulary for real time situations related to advertisement and promotions. |
| 3 | Learner will be introduced to email writing, and business letter writing. Learners vocabulary related to finance and expressing business ideas. |
| 4 | Learners will able to describe a product. Learn writing business proposals. |
| 5 | Learners practice mock interview to get interpersonal communication skills. |

Skills

1. Business English communication skills
2. email writing, memo and letter writing
3. Making telephonic conversation (speaking)

Unit-1(Human resources)

1. Staff development and training
2. Job description and job satisfaction
3. Getting the right job
4. Making contact

Unit-2 (Marketing)

5. Breaking into the market
6. Launching a product
7. A stand at trade fair
8. Being persuasive

Unit-3 (Entrepreneurship)

9. Starting a business
10. Financing a start-up
11. Expanding into Europe
12. Presenting your business idea

Prescribed textbook: Guy Brook-Hart, "Business Benchmark (Upper Intermediate)", South Asian Edition, Cambridge University Press, 2014