

**UNIT - I**

**Business English Vocabulary:** Glossary of most *commonly* used words (formal and Informal usage).

**Elements of Technical Writing:** Sentence structure, reducing verbosity, arranging ideas logically, building coherence, cohesive devices and transitional words.

**Mechanics of Writing:** Stylistic elements, the purpose, the reader's viewpoint (audience), elementary rules of grammar, choice of diction, elementary principles of composition, matters of form, punctuation conventions of business communication, language and professional tone, code of conduct (not sending illegal, offensive, disparaging personal remarks or comments) in written business communication.

**Activity:** Basic grammar practice, framing paragraphs on topics allocated, paraphrasing an article or a video, finding topic sentences in newspaper articles, finding out new words from a professional viewpoint and understanding the meaning and its usage.

**UNIT- II**

**Business Correspondence: E-mail:** nature and scope, email etiquette, clear call for action, common errors in composing emails, office communication such as meeting agenda and minutes of the meeting, notice, circular and memo.

**Letter-Writing:** Formal and informal letters, structure of formal letters, expressions of salutations, different types of letters (such as sales letter, complaint letter, response to the complaint letter (dispute resolution), letter of permission, letter of enquiry, claim letter — letter of apology), introductory and concluding paragraphs and clear call for action.

**Professional Proposal/Report:** Differentiating proposals and reports, Drafting formal business proposals, types of reports such as factual reports, feasibility reports and survey reports, parts of a report (such as title page, declaration, acknowledgements, table of contents, abstract, introduction, findings, conclusion and recommendations).

**Activity:** Perusing samples of well-prepared business E-mails, memo, letter writing and short proposals and reports; Students will draft business correspondence writing tasks and different proposals/reports on topics assigned.

**UNIT- III**

**Speaking:** Speaking in business context, assertiveness, politeness, making requests, queries and questions, negotiations, asking for information, offering suggestions, conflict resolution, contacting clients, initiating, addressing delegates (in public), features of a good power-point presentation (making PPT), delivering the presentation effectively, telephone etiquettes, delivering seminar/proposal/report effectively, team meeting etiquettes (face to face and conference call), making effective one minute presentations.

**Activity:** watching videos/listening to audios of business presentations, classroom activities of team and individual presentations, using PPTs, mock exercises for BEC speaking, presenting (speaking) the written components completed in Unit 1.