

# **ENGLISH SKILLS FOR BUSINESS COMMUNICATION**

The course will introduce students to specific skills of Business Communication that are expected to enhance their scope for employability.

## **Course Objectives:**

1. To introduce the features of good communication in business contexts
2. To understand patterns and nuances of business communication including non-verbal communication
3. To gain proficiency in the practical skills of business communication, namely: e-mail communication, presentations and group discussions
4. To prepare an effective CV

**Learning Outcomes:** On completion of this course students will be able to:

1. Integrate and use correctly in social and business contexts, the communication skills of listening, reading, speaking and writing (LRWS)
2. Understand the use of verbal and non-verbal forms of communication in organizations
3. Draft effective business correspondence, namely e-mails, reports and CV
4. Expand technical vocabulary related to business situations

## **Evaluation Scheme & Distribution of Marks**

**Max. Marks 100**

• Introduction to Business Communication	-	10
• E-mail Communication	-	10
• Non-verbal Communication	-	10
• Effective Listening	-	10
• Making Presentations	-	20
• Interview Techniques	-	10
• Techniques of Group Discussion	-	20
• Preparing an Effective CV	-	10

## **Prescribed Text:**

*Business Communication: Techniques and Methods*, O.P. Juneja and Aarati Mujumdar,  
New Delhi: Orient Blackswan Private Limited, 2010  
Chapters 1,3,4,5,6,8,9,10 from the prescribed text