

ABILITY ENHANCEMENT COURSE (AEC)

Semester I

Paper Code: ENG1102AE

Title of the Paper - Communicative English: Business Communication

Credits: 2 Credits

Course Objectives:

- To enable the students to learn about the fundamental meaning and scope of communication.
- To make the students understand about the importance of good communicative English in the conduct of their daily personal and business activities.
- To apprise the students of the techniques and styles, vocabulary and grammar knowledge involved in production of effective written English in the sphere of business communication.

Course Outcomes:

- Through an interactive mode of teaching-learning process, the students would be enabled to speak and write in English in matters pertaining to personal, social and business interactions.
- Students would stand the chance of getting engaged or employed in a relevant field of profession by virtue of the knowledge gathered from this course.

Section I: Meaning and Concepts of Communication

(1 Credit)

Nature of Communication, Process of Communication, Types of Communication (verbal and non-verbal), Importance of Communication, Principles of Effective Communication, Self-Development and Communication.

Barriers to Communication – Linguistic, Psychological, Interpersonal, Cultural, Physical, Organisational.

Section II: Business Correspondence in English

(1 Credit)

Definition, Meaning and Importance of Business Correspondence.

Letter writing, Quotation letter, Placing orders, Inviting tenders, Sales letters, Claim and adjustment letters, Memorandum, Notices, Agenda, Minutes, Job application letter, Preparing resume, E-mail writing.

Suggested Readings:

R.C. Bhatia. *Business Communication*, Delhi: Ane Books Pvt Ltd., 2nd edition, 2008

Shirley Taylor and V. Chandra. *Communication for Business – A Practical Approach*, Pearson India, 2011

Shirley Taylor. *Model Business Letters, E-mails and other Business*, Pearson, 2010

Asha Kaul. *Effective Business Communication*, Delhi: PHI Learning Pvt Ltd., 2nd edition, 2015