

# Business Communication

Program in which it is offered: All Bachelor's degree programs

**Course Category: Proficiency**

**Schedule of Offering: Semester II**

**Course Credit Structure: 3**

- **Lecture: 3**
- **Tutorial: 1**
- **Practical: 0**

**Contact Hours per week: 4**

**Instructor: Saurabh Singanapalli**

## 1. Introduction

This course seeks to develop further the concepts discussed in the first semester course 'Communicating in English'. In keeping with the functional and communicative approach to teaching language, this course will build on the students' knowledge of how to use English for general communicative functions, and move towards equipping learners to use English for more specialized communication, especially in business and academia. This course will also include sessions on various language-related skills, including note-taking, summarizing and basic presentation skills.

This course will have the 'Communications Lab – 1' course complementing it, which will enable students to improve their speaking and presentation skills through intensive practice.

## 2. Course Objectives

At the end of this course, learners should be able to:

- Understand and participate in professional and academic discussions in English on related topics
- Understand non-technical texts in English in both academic and professional contexts
- Write clear and precise descriptive, narrative and argumentative pieces in English in both academic and professional contexts
- Write well-organized and informative short reports in English in both academic and professional contexts
- Write clear and precise formal letters and emails in English
- Make clear and precise short presentations in English in both academic and professional contexts

### 3. Pre-requisites

The student must have attended the 'Communicating in English' course in the first semester. This implies that a student desiring to attend this course must be familiar and proficient in using English to perform the general communicative functions of day-to-day life.

### 4. Readings

#### Primary Texts:

1. Heliwell, M. (2014). *Cambridge English Business Plus: Level 1 Student's Book*. Cambridge University Press.
2. Heliwell, M. (2014). *Cambridge English Business Plus: Level 2 Student's Book*. Cambridge University Press.
3. Heliwell, M. (2014). *Cambridge English Business Plus: Level 3 Student's Book*. Cambridge University Press.

#### Subsidiary Reading:

1. Crème, P. and M. Lea. (2003). *Writing at University: A guide for students*. Open University Press.
2. Hamp-Lyons, L. and Heasley, B. (2006). *Study Writing*. Cambridge University Press.
3. Reynolds, G. (2012). *Presentation Zen: Simple Ideas on Presentation Design and Delivery, 2<sup>nd</sup> edition*. New Riders.
4. Van Emden, J. and Baker, L. (2016). *Presentation Skills for Students, 3<sup>rd</sup> edition*. Palgrave MacMillan.

### 5. Module-wise topics

#### Module 1: Introduction (2 sessions)

##### Objectives:

- To discuss and understand business and academic contexts

##### Topics:

- Understanding business and academic contexts
- What is special about 'Business English'?

#### Module 2: Formal English (7 sessions, Text 1 pp.19-26; 81-88)

##### Objectives:

- To learn how to use English in formal situations and contexts (including professional and academic contexts)

##### Topics:

- Talking about the workplace

- Vocabulary for formal English
- Email and letter writing
- Summarizing and Note-taking
- Active and Passive Voice: situational uses and benefits

### **Module 3: Work-related Functions** (10 sessions, Text 1 pp.9-16; 37-44; 73-80)

#### **Objectives:**

- To learn the communicative functions needed for conversing regularly in English at work

#### **Topics:**

- Working in a team: discussing and convincing
- Complaining and responding to complaints
- Negotiating
- Writing for websites
- Skimming and scanning for information
- Listening for specific information and listening for details

### **Module 4: Writing Skills** (10 sessions, Text 2 pp.9-16; 45-52; 63-88)

#### **Objectives:**

- To become proficient in different kinds of writing in English

#### **Topics:**

- Report Writing
- Summarizing
- Narrative and descriptive writing
- Argumentative writing
- Organising and structuring essays (including Connectors)

### **Module 5: Presentation Skills** (10 sessions, Text 3 pp.1-8; 37-44; 55-62)

#### **Objectives:**

- To learn how to make clear and concise presentations in English

#### **Topics:**

- Presentations in a Business context
- Presentations in an Academic context
- Speaking to persuade and convince
- The 4 Ps of presentation
- Body language and eye contact
- Engaging the audience

**Module 6: Conclusion** (6 sessions)**Objectives:**

- To review and revise the various components discussed over the course of the semester

**Topics:**

- Reviewing Business English
- Reviewing formal language and writing skills
- Reviewing presentation skills

**6. Pedagogy**

The teaching methodology will be mostly lecture and exercises oriented. After the introduction of concepts, the students will be required to practice by way of exercises and group tasks. Other forms such as language games, discussions and drama techniques may also be used, depending on the need. Enough time has been allotted within each class session for practicing the various skills being studied.

**7. Evaluation Pattern**

- Mid-semester exam (25%)
- Group presentation (15%)
- Assignments (2) (20%)
- Final exam (40%)