

**SYLLABUS FOR FUNCTIONAL ENGLISH FOR THE FOUR-YEAR UNDERGRADUATE
PROGRAMME (FYUP) IMPLEMENTED IN AUGUST 2022 IN ACCORDANCE WITH NEP
(2020)**

Semester: IV

Course Code: FEN422N

Course Type: Minor

Course Title: Business English

Credits: 3+1

Course Objectives:

- To understand the importance of Communication in Business.
- To equip students with English Skills in business contexts and environments.
- To expand vocabulary related to general business situations and to write and read business related documents and correspondence.
- To develop confidence and hone speaking skills needed in business environments.

Unit I: Business and Communication

- Importance of Communication in Business
- 7 Cs of effective Communication
- Communication types (upward, downward, horizontal, diagonal)
- Goals of Organizational Communication: Receiver Understanding, Receiver Response, Favorable Relationship and Organizational Goodwill

Unit II: Business/Official Correspondence

- Business Letters: Mechanics and Formats
- Types of Letters (Inquiry, quotation, complaint, cover letter, interview letter, appointment letter)
- Email, CV, Memorandum, Circulars, Minutes, Report Writing

Unit III: Speaking Skills/Digital Competence

- Presentation Skills
- Interviews
- Group Discussion
- Video conferencing, Social Networking

Tutorials: Assignments to be based on Unit II.

Course Outcome:

- The student will be equipped with skills to handle business situations.
- The student will be able to master business writing and frame relevant correspondence.
- The speaking skills of the student will be honed through practice.
- The student will be able to make competent use of digital technology.

Suggested Reading:

- Bhatnagar, Nitin and Mamta Bhatnagar. *Effective Communication and Soft Skills*. New Delhi: Pearson.
- Clark and Zimmer. *Business English & Communication*. McGraw-Hill, USA.
- David, Whitehead. *Business English*. London: Pitman.
- Ober, Scott. *Business Communication*. Prentice Hall, Boston.
- Talbot, Fiona. *How to Write Effective Business English*. Kogan Page