

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year B.B.A. (SEM – VI)
KS_M_CC_367
Business English

3 credit course

Objective:

The Course content focuses on the Business English skills like Written and Oral Communication that the Managers, Executives and all the Employees of the Organizations must possess. The course will help the student to communicate well which provide advantage to those who possess it . Communication has a rich history and its tradition can still be seen in Modern day communication concepts and the display of basic Business Etiquettes as a Protocol of Behaviour.

MODULE: 1 **(20%)**

➤ **Business Etiquettes**

General Rules of Introduction, Handling Telephone Calls, Rules of Office Parties, Protocols to Interact with Foreign clients and Business to Business Behaviour.

MODULE: 2 **(20%)**

- Resume Cover letter to resume.
- Interviews and Follow up.
- Précis (Practice)

MODULE: 3 **(20%)**

- Strategies for Successful Speaking (Conversation Practice)
- Strategies for Successful Listening (Practical Cases on Listening)

MODULE: 4 **(20%)**

- Business Communication and the Global Context.
- Effective Vocabulary (Minimum 40 words)
- One Word For (Minimum 40 words)

MODULE: 5 **(20%)**

- The Appearance and Design of Business Messages.
- Business Letters-(Correspondence with Banks, Insurance Companies and Public Authorities).

Methodology: Direct Teaching, Presentation, Class Discussion, Assignments and Case Study.

No of lectures in semester: Approximately 40 to 45 Hrs.

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Effective Business Communication By Murphy, Harbert Hildebrandl and Thomas (Tata McGrawhill).
- Professional Communication By Aruna Koneru (Tata McGraw Hill).
- Business Communication for Managers By Penrose, Rasberry, Myers (Business Learning).