

Business English
Foundation-I

OBJECTIVES:

To provide the students with a detailed knowledge of English Grammar and Composition to enable them to:

- a) Understand, write and express in English Language correctly and adequately.
- b) Develop an efficient and effective use of the English Language.
- c) To develop learning skill, writing skill, listening skill, communication skill and presentation skill.

ABILITY REQUIRED:

Specialized knowledge and skills.

WEIGHTAGE

CONTENTS

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1.

APPLIED GRAMMAR:

Principles of applied grammar, synthesis of sentence, parts of speech, adjectival phrases and clauses, adverbs, adverbial phrases and clauses, sentence structure, prefixes, punctuation, correct use of direct and indirect speech, figures of speech, simile, metaphor, personification, alteration, onomatopoeia, tenses, active voice & passive voice, words often confused and misused, pairs of words, prepositions, usage with pronouns, prepositional combinations and verbal phrases, antonyms, synonyms, homonyms dialogues and idiomatic expressions commonly used in social context, phrases and clauses; use of shall, will, should, would, unless, until.

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2.

COMPREHENSION AND COMPOSITION:

Analogies, sentence length and sentence rhythm, pace, figures of speech, joining clauses, essay writing introduction and competence, paragraphing, planning, appropriate language, prefixes, working with word origins, derivations, rules for writing correct sentences, comprehension, languages and writing style, writing an informal letter (friendly letters), writing a note, the composition, the business or formal letter, types of business letters, essay writing, precise writing.

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3.

ORAL BUSINESS COMMUNICATION:

Oral business communication through practical exercises based on different business situations as given in the book based on following topics:

Talking about responsibilities at work, receiving visitors, checking information, entertaining business associates, arranging a trip, advertising, managing staff welfare, career changes, company image, business and the environment, sales negotiation, doing business in another culture, personal problems, the agenda, budget and income statements, arranging schedules, mergers and acquisitions, time management, working with documents, industrial development.

TITLE	CORE READINGS AUTHORS:	PUBLISHER :
Language Three	Sadler Hayllar Powell	Macmillan Education, 627 Chapel Street, South Yarra, Victoria 3141.
Language Four	Sadler Hayllar Powell	Macmillan Education, 627 Chapel Street, South Yarra, Victoria 3141.
Business Review	Kay Bruce, Betsy Parrish & Allan Wood	Longman, Longman House, Burnt Mill, Harloa, Essex CM20 2JE, England.

ADDITIONAL READING:

Mastering English Grammar	S. H. Burton	Macmillan Education Ltd., Houndmills, Basingstoke, Hampshire RG21 2XS and London.
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