



Semester: II		
Course name: BUSINESS COMMUNICATION - 2		
Course code: A1BC230211T		
Course Credits: 2		
Pedagogy: Classrooms lecture, Case studies, Group discussion & Seminar.		
Course Description: Business English to improve writing and oral skill of English. To speak well in public meetings, workshops and seminars, conferences and business related commercial events in a more confident manner with enhanced analytical and comprehensive, professional approach.		
Learning Objectives: The course aims to help learners to acquire conceptual knowledge of; LO1. Spoken English with accentuated fluency and authenticity. LO2. Formal knowledge of commercial English verbal and non-verbal.		
Course Outcomes: On successful completion of the course, students will be able to: CO1. To develop competent communicative English in the professional commercial world. CO2. Knowledge of formal business language with authenticity and professional efficacy.		
Unit (No. and Name)	Details	No. of classes
1. Verbal English	Words often confused, construction of separate sentences with identical words, rewriting in more business language, correction of English errors (verbal and written), tenses and prepositions, idioms (common)	3
2. Commercial English	Drafting of notices, of companies and cooperative societies. Advertisements (commercial)	3
3. Business English	Drafting of commercial tenders, press releases, rules of meetings, definition of agenda, notice, meeting, chairman, quorum, role and duties of a chairman.	3
4. Commercial letters	Letters of banking, insurance, quotation, import and export letters.	4
Suggested readings/references: 1. Communicative skills for technical students by T. M. Farhatullah 2. Mastering business English (Orient Longman) 3. Secretarial Practice by Swapan Sen Gupta 4. English Grammar and Composition by Wren and Martin 5. Corporate English by Subir Ghosh 6. English Rhetoric by Bose and Sterling		