

Vocational Minor 2 – English for Business Communication – FEN1VN102

Module	Unit	Content	Hrs. (48 +12)	Marks (70)
I	English for Business Communication		8	28
	1	Overview of Business English and its significance in professional setting	2	
	2	Patterns of Business Communication	1	
	3	Goals of Business Communication	1	
	4	Principles of Business Communication	2	
	5	Introduction to business vocabulary and terminology	2	
		<p><i>Activity- The teacher presents business vocabulary and terminology related to marketing and sales and students identify and define each term.</i></p> <p><i>Prepare a glossary or visual representation highlighting business vocabulary and terminology related to marketing and sales.</i></p>		
		<p>References:</p> <p>1. Krizan, A.C., et al. <i>Business Communication</i>. 7th ed., South-Western College Publishers, 2007.</p> <p>2. Mascull Bill. <i>Business Vocabulary in Use</i>. Cambridge University Press, 2011.</p>		

II	Effective business writing		15	27
	6	Business letters- Types, Structure and Layout	4	
	7	Memos, circulars- Purpose, Format	2	
	8	Business reports – Types, Characteristics, Structure	3	
	9	Preparation of CV and Resume	2	
	10	Drafting emails- Features, e-mail etiquettes	2	
	11	Preparation of notice, minutes and agenda for meetings	2	
		<i>Activity- To enhance the writing skills, learners must be provided with assignments and classroom activities based on the above units- activities may include comparison of business letters, writing minutes, notices, memos etc.</i>		
		<i>References:</i> Kaul, Asha. <i>Business Communication</i> . Prentice Hall of India, 2015.		
III	Effective speaking skills for business contexts		15	18
	12	Meetings, Types of meeting, Procedure for conducting a meeting	2	
	13	Presentation skills	3	
	14	Negotiation skills	1	
	15	Interview preparation and techniques	2	
	16	Group Discussions	3	
	17	Conducting mock interviews	3	
	18	Press Conference	1	
			<i>Activity- Students can be engaged in real-world simulations, business scenarios, and role-playing exercises based on the above units. Mock business meetings and interviews must be conducted.</i>	
		<i>References:</i> Bisen, Vikram, and Priya. <i>Business Communication</i> . New Age International Ltd., 2009. Sweeny, Simon. <i>Communicating in Business</i> . CUP, 2004.		

IV	Technology for business communication		10	25
	19	Creating Digital Presentations- tools like Microsoft PowerPoint, GoogleSlides for creating digital presentations	4	
	20	Online Collaboration tools- Microsoft teams, Google workspace etc.	2	
	21	Virtual Meetings and Video Conferencing: tools and platforms for virtual meetings and video conferencing, such as Zoom, Microsoft Teams or GoogleMeet.	2	
	22	Social media in business communication- for networking, branding, customer engagement, and content marketing.	2	
	<i>Activity- Students should deliver effective presentations by designing visually appealing slides.</i>			
	<p><i>References:</i></p> <p>Gupta, N., and K. Jain. <i>Information Technology and Business Communication</i>. Sahithya Bhawan Publication, 2022.</p> <p>https://ebooks.inflibnet.ac.in/mgmt05/chapter/technology-and-communication/</p>			
V	Open Ended Module		12	
	1	<ul style="list-style-type: none"> ● Students must be asked to navigate virtual meetings professionally and interact productively with remote attendees. ● The importance of professional online presence, networking, and etiquette on professional platforms can be emphasized and workshops can be conducted in guiding them to create and optimize their profiles on online platforms like LinkedIn. 	12	

	<p>Suggested Readings</p> <ul style="list-style-type: none">● Kaul, Asha. <i>Business Communication</i>. Prentice Hall of India, 2015.● Locker, Kitty O and Stephen Kyo Kaczmarek. <i>Business Communication: Building Critical Skill</i>. 6th edn. Mc Graw Hill, 2014.● McLean Scot. <i>Business Communication for Success</i>. FlatworldPublisher, 2010.● Nawal, Mallika. <i>Business Communication</i>. Cengage Learning India Pvt Ltd, 2013.● RC, Bhatia. <i>Business Communication</i>. ANE Books, 2008.● Sharma R.C. <i>Business Correspondence and Report Writing</i>. McGraw Hill Education (India) Private limited, 2014. <p>Online Resources</p> <ul style="list-style-type: none">● https://learnenglish.britishcouncil.org/business-english● https://www.englishclub.com/business-english/vocabulary		
--	--	--	--