| **24UENLB201** | | | **ENGLISH FOR COMMERCE AND MANAGEMENT - II** | **SEMESTER – II** | | |
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| **Course Objectives:**  The Course aims to   * Enhance proficiency in all four language skills (Listening, Speaking, Reading, Writing) within a business context. * Develop a comprehensive vocabulary related to commerce, finance, and management principles. * Improve grammatical accuracy and fluency in written and spoken business communication. * Foster critical thinking and analytical skills for effective communication in business settings. | | | | | | |
| **Total Hours: 50** | | | | | | |
| **UNIT** | | **CONTENTS** | | | **Hrs** | **CO** |
| **I** | | **1. Listening:** Listening to instructions.  **2. Speaking:**  Telephonic etiquette and official phone conversations.  **3. Reading:**  Reading short passage.  **4. Writing**: Letters and Emails in professional context.  **5. Grammar: \*** Wh and yes or no, Questions.  \* Question tags,  \* Imperatives  **6.Vocabulary:** Word formation  i) Creating antonyms using prefixes  ii) Intensifying prefixes | | | **10** | **CO1** |
| **II** | | **1.Listening:** Listening to process description  **2.Speaking:** - Role play  Formal: Workplace Communication.  **3.Reading:** Reading passages on trade/commerce/management  **4. Writing:** –Writing sentence definitions and extended definitions.  Picture Description – Description of fashion and beauty products (a small write-up promoting the product/an objective review of the product discourse markers)  **5. Grammar:** Connectives and linkers.  **6. Vocabulary:** Synonyms (register) - Compare & contrast expressions. | | | **10** | **CO2** |
| **III** | | **1.Listening :** Listening to interviews of specialists / inventors in fields (Subject specific)  **2. Speaking:** Small group discussions  **3. Reading:** Longer Reading text. (Comprehensive passages)  **4.Writing:** Essay Writing  **5.Grammar:** Active voice & Passive voice – If Class  Degrees of Comparison  **6.Vocabulary:** i)suffixes  ii) Phrasal verbs | | | **10** | **CO3** |
| **IV** | | **1.Listening :** Listening to presentation and lectures  **2. Speaking:** Making formal presentations (PPT)  **3.Reading:** Reading a written speech by eminent personalities in the relevant field /Short poems / Short biography  **4. Writing:** Writing Recommendations, Interpreting visuals - charts / tables/flow diagrams/charts.  **5.Grammar:** Types of sentences  Sentence pattern  **6.Vocabulary:** Single word substitution | | | **10** | **CO4** |
| **V** | | **1.Listening :** - Listening to advertisements/news and brief documentary films (with subtitles)  **2. Speaking:** Simple problems and suggesting solutions.  **3. Reading:** Motivational stories on Professional Competence, Professional Ethics and Life Skills  **4.Writing:** Studying problem and finding solutions  **5.Grammar:** Active and Passive voice  **6.Vocabulary:** Fixed expressions | | | **10** | **CO5** |
| **Reference Books:** | | | | | | |
| 1. | Taylor, Shirley, and Wayne Taylor. *Business Communication Essentials*. Cengage Learning,  Penspark. | | | | | |
| 2. | Farooq, Lia, and Peter V. Christianson. Professional Communication for Business. McGraw-Hill Education | | | | | |
| 3. | Moriarty, Sandra E. The Art of Business Writing. Cengage Learning. | | | | | |
| **Web sources:** | | | | | | |
| 1 | <https://www.udemy.com/course/business-english-communication-101/> | | | | | |
| 2 | <https://princebookhouse.com/product/all-in-one-pass-book-communicative-english-professional-english-for-commerce-management-dr-g-natanam/> | | | | | |
| 3 | <https://www.youtube.com/watch?v=L3GR6pmxbDU> | | | | | |

| **COURSE OUTCOMES (CO)**  On completion of this course, the students should be able to | |
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| **CO1** | Comprehend complex business-related information through listening and reading. |
| **CO2** | Communicate effectively in various business situations, both orally and in writing. |
| **CO3** | Employ appropriate business vocabulary and grammatical structures confidently. |
| **CO4** | Analyze business information and critically evaluate communication strategies. |
| **CO5** | Deliver clear, concise, and persuasive presentations tailored to a business audience. |