| **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.
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| **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. |