

English – Open Elective -2
SPOKEN ENGLISH FOR CORPORATE JOBS
60 marks paper for 3 hours duration and 40 marks for Internal
Assessment 60
hrs Syllabus for 3 Credits

Teaching Hours: 3 Hours per Week

Course and Skill Outcome:

1. This paper teaches them the skills in the front desk management.
2. It introduces them to business English.

Section I: English for Front Desk Management 1. Greeting, Welcoming 2. Dealing with Complaints, Giving Instructions or Directions 3. Giving Information: About Various Facilities, Distance, Area, Local Specialities, 4. Consultation and Solution of Problems 5. Accepting Praises and Criticism, Apologizing

Section II: Fluency and Etiquettes 1. Polite sentences and Words 2. Use of Persuading words 3. Intonation and Voice Modulation 4. Developing Vocabulary

Section III: Business Speeches 1. Principles of Effective Speech and Presentations 2. Speeches: Introduction, Vote of Thanks, Occasional Speech, Theme Speech 3. Use of Audio-Visual Aids in Presentations

Section IV: Cross-Cultural Communication 1. Dealing with Language Differences 2. Probing Questions to get information 3. Etiquettes in Cross-cultural Communication

Suggested Readings:

1. More effective communication – J V Vilanilam, Sage Publication Pvt Ltd.
2. Effective Documentation & Presentation – Rai& Raj Himalaya Publishing house – Mumbai
3. Commercial Correspondence & Office Management – R S N Pillai & Bhagawati, S Chand & Co.
4. Communication Today – Ray Rubeen, Himalaya Publishing House – Mumbai.
5. Business Communication – Lesikar& Pettit – AITBS – Publishers Delhi
6. Business Communication Today – SushilBahl – Response Books, Sage Publication, N. Delhi.
7. The Essence of Effective Communication – Ludlow & Panton PHI, N. Delhi.
8. Business Communication Pradhan Bhende&thankur Himalaya Publishing House – Mumbai.
9. Mastering Communication Skills and Soft Skills – N Krishnaswamy ,Lalitha Krishnaswamy and others – Bloomsbury, New Delhi, 2015
10. Developing Communication Skills – Krishna Mohan and Banarji.

Question Paper Pattern:

1. Very short answer questions $10 \times 2 = 20$
2. Short notes on all sections $4 \times 5 = 20$
3. Essay type questions $2 \times 10 = 20$