

# 17HS021 Business English Communication II

## 20HS028 Business English Communication – II

### Course Description and Objectives:

This course aims at learning English for business purpose. In this course learner is introduced to English for specific purpose. This course allows learner to get advanced knowledge of business English. Comprehensively designed syllabus allows learner to get train himself/herself in all four language skills.

### Course Outcomes:

Upon completion of the course, the student will be able to achieve the following outcomes:

COs	Course Outcomes
1	Student will learn vocabulary related to business conferences, meetings and sales budgets.
2	Learner can able to write promotion letters, and design brochures
3	Learner can write email writing and proposal writing. Lear appropriate formats of those.
4	Learners will able to understand cultural aspects in business field and parallel their communication accordingly.
5	They can design sample brochures on given topic. Practice telephonic conversation like attending customers, answering calls.

### Skills

1. Advance Business English communication skills
2. Writing promotion letters, designing brochures
3. Making telephonic conversation (speaking)

### Unit-4 (Business abroad)

1. Arranging business travel
2. Business conference
3. Business meetings
4. Spending the sales budget

### Unit-5 (Change)

5. Social media and business
6. Business and the environment
7. A staff survey
8. Offshoring and outsourcing

## **Unit-6 (Customer relations)**

9. Customer satisfaction and loyalty
10. Communication with customers
11. Corresponding with customers
12. Business across cultures

Prescribed textbook: Guy Brook-Hart, "Business Benchmark (Upper Intermediate)", South Asian Edition, Cambridge University Press, 2014