



**Name of Course: BUSINESS ENGLISH**

**Duration:**60 Hrs.

**Offered by:** Ramakrishna Sarada Mission Vivekananda Vidyabhavan and Sri Sarada Math Rasik Bhita

**Eligibility:** 10 + 2 Passed and RKSMVV Students

**Course Fee:** Nil

**Course Overview:**

Business English course is designed to provide specialist guidance to students who would like to focus on vocabulary that is used in a business environment. The aim of this course is to allow students to effectively communicate with others in business scenarios, whether that communication is in correspondence, face to face meetings, or online. It is the type of English used in business contexts, such as international trade, commerce, finance, insurance, and many other sectors. Thus, the course covers a range of skills that are found in everyday work scenarios. The vocabulary and dialogue will be focused on scenarios such as negotiating deals and giving presentations.

## **Course Objectives:**

- To identify basic construction of various key business documents like emails, reports etc. to make the students have an expertise on written communication and develop their ability to use clear, precise and grammatically correct language.
- To motivate students to read a variety of texts to improve and hone their language skills. To enable the students to speak effortlessly in the business environment so as to create a good impression in their workplaces.
- To develop soft skill, grooming the students about manners & etiquette at the Corridor, Lift, Canteen, Restrooms, Workstation.
- To instil sense of manners of talking to colleagues and seniors.
- To enable the students to apply target principles and key functional language used in business meetings, negotiations, presentations, and/or consensus-building (reaching agreement).
- To develop new perspectives and equip themselves to meet the demands of a fast-changing world where technology and globalization and other forces have dramatically changed the practice of business communication in recent years.
- To enhance proficiency and competencies in verbal and non- verbal communication skills with a holistic long-term perspective.
- To guide the participants to manage cross cultural communication.
- To develop technical communication skills.
- To address contemporary skills, issues and concepts.
- To familiarize the students with the major digital media formats available for business messages.

- To develop the ability to write press releases and understand how PR bridges the gap between an organization and its clients.

**Syllabus in Modules:**

<b>Business English</b>		
<b>Module</b>	<b>Content</b>	<b>Duration(Hrs.)</b>
1	i. Self-Introduction, Definition of Business English, What kind of a job you are looking for, What is the expectation from the training ii. The existing Job Market iii. Importance of Professional Training iv. What kind of a job you should look for as a fresher	4
2	Discussing the strengths and weaknesses	4
3	i. Soft Skills – Grooming and Manners, Etiquette at the Corridor, Lift, Canteen, Restrooms, Workstation ii. Talking to Colleagues and Seniors	6
4	Social Expressions – Use of Thank you, Please, Sorry, Excuse Me, MyPleasure etc.	4
5	i. Telephonic and Face-to-Face Conversations ii. Making Appointments	4
6	i. Customers – Who is a customer, Types of Customers, Pivotal role of Customers in Business, Good Customer and Bad Customer, Understanding the language of Customer	6

	ii. What is Customer Support – as a job role iii. Etiquettes as a Customer Support Representative iv. Handling Customer queries, complaints v. Winning Customer Confidence. How important is a mail of appreciation from a customer?	
7	Group Discussion – On Professional/Workplace oriented topics	4
8	i. Time Management ii. Stress Management iii. Conflict Management	6
9	i. Work Ethics – Definition and Discussing Examples ii. Role play based on Work Ethics	4
10	i. Formal/Business Letter ii. Writing an F -mail iii. Planning a CV	6
11	Formal Professional Costumes and Dressing Appropriately	2
12	Mock Interview	4
13	Giving a Presentation, Preparing a PowerPoint Slide (the look of the slides)	4
Assessment		2
Total duration		60

**Resource Persons:**

***Sharmishtha Roy Chowdhury***, Faculty, Communicative English, Sri Sarada Math RasikBhita

***Riya Bhattacharyya***, Faculty, Communicative English, Sri Sarada Math RasikBhita

***Soma Mukherjee***, Faculty, Communicative English, Sri Sarada Math RasikBhita

**Learning Outcomes:**

After the completion of the course the students will be able:

- To develop key skills that will prepare them for a range of real-world business situations including interviews, meetings, problem solving and team projects.
- To recall, read and decipher texts and identify main and supporting ideas and interpret data.
- To apply their writing skills for composing letters, emails and business reports.
- To have comprehending capacity and take notes confidently in real world business situations. They will be able to act as team leaders because of their superior verbal powers and emerge as confident and knowledgeable public speakers.

**Assessment Procedure:**

Three Formative Assessments' scores are provided as percentages. The Total Grade is determined based on the overall performance across all assessments. The Continuous Assessment column provides a general evaluation of the

students' participation, engagement and adherence to deadlines throughout the course.

Grading criteria along with the corresponding percentage ranges:

A: 90%-100%

B: 80%-89%

C: 70%-79%

D: 60% - 69%

F : Below 60%