

Veer Narmad South Gujarat University
Department of ICT
B.Sc.IT , Semester 2
Credits: 02
Paper No: 201
Business Communication Skills in English (AEC)

Objectives:

- To produce skilled and industry ready professionals for better placements and preparing them for the real world .
- To make the students aware about business, corporate and IT related professional Communication.
- Make the students proficient &enable them to meet the requirements of communication at the office .

Outcomes:

Students will be ready for the real world.
Students will be aware about the Scenario in Corporate world.
Students will be able to communicate well in IT Organization.

Unit 1. Understanding Business and Professional Communication :(Theory)

- Professional Communication- Meaning and Need
- Features of successful Professional communication
- Purpose of Professional communication
- The Role and Purpose of Business Communication

Unit 2: Understanding Specific Communication Needs (Theory)

- Corporate communication
- Persuasive strategies in Business communication
- Ethics in Business communication
- Business Etiquette and Netiquette

Unit 3: Business Writing

- Business writing

- Business conversations
- Writing for a website

Unit 4: Business Vocabulary :

- Business Idioms
- Expressions :

Resume, Interview, Meetings, Group discussion, Client conversations, Presentations

Unit 5 :LSRW Skills in Business Communication :

- Business Greetings
- Talking about Software, Website, IT Companies, New Trends in IT,
- Business terms with correct Pronunciations
- Tasks based on LSRW Skills:

Reference Books:

1. Business Communication –Connecting in a Digital world, Mc.Graw Hill, Raymond V. Lesikar
2. Business Communication, Oxford University Press, Carolyn Meyer & N. Bringi Dev
3. Intercultural Business Communication, Oxford University Press, Robert Gibson
4. Business Communication: Connecting at Work, Oxford University Press, Hory Sankar Mukerjee
5. Communication Skills for Professionals , Prentice Hall India Learning Private Limited; 2nd edition (2011), Konar N.
6. The New Rules of Business , Penguin Random House , Srivastava , Rajesh, 2019.
7. Business Communication, Harvard Business Review Press,
8. Professional Communication, Oxford, Meenakshi Raman, Sangeeta Sharma, 2017
9. Business Communication (2nd Edition) Meenakshi Raman, Prakash Singh, 2019.
10. Successful Presentations for professionals who use English at work. Oxford University Press, Video Course.