

Subject Code: 1MS1010201	Subject Title: Business English-II
---------------------------------	---

1. Course Objectives:

The subject aims at developing students' understanding of mass communication. It teaches students about how to deliver public speeches with perfection. Besides mass communication, the course also aims at developing students' letter writing skills.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
3	1	-	4	70	30	100

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Mass Communication Mass Communication – Nature and Scope of Mass Communication, Function of Mass Communication – Media of Mass Communication, Role of Mass – Media in Indian Business.	10	25%
2	Public Speaking in Business: (A) Process: - Overcoming Fears - Selection of Topic - Preparation of Speech - Collection of Information - Style of Humour - Speech Format - Importance of Good Memory - Setting The Stage - Presentation Skills - Personal Presence and Impression - Practice and Rehearsal of Delivery - Taking Questions - Use of Visual Aids (B) Speeches: - Proposing A Vote of Thanks - Introducing The Chief Guest at A Function - Speech at A College Student Well-Come Programme	14	25%

	- Speech at A Farewell Function - Speech of Introducing New Product - Canvassing at A Union Election Meeting - Speech at A Condolence Meeting		
3	Letter Writing: Types of Letter, Letter Lay-Out, Essentials of An Effective Letter Writing, Need and Function of Business Letter. Drafting of Letter as A Customer to The Bank Regarding The Following: Request for Stop Payment of Cheques, Request for Changes in Address and Transfer of Amount From A Saving Account to Recurring Account	10	25%
4	Insurance Correspondence Introduction, Types of Insurance, Fire Insurance letter, Marine Insurance letter, Life Insurance letter. Drafting of Letter as A Customer to The Insurance Regarding The Following: Covering letter, Claim letter, Reply for claim letter,	10	25%

4. Suggested Readings

Books:

1. Rajendra Pal and J.S. Korlahalli: Essentials of Business Communication, Sultan Chand and Sons, New Delhi
2. Guide to Report Writing (Guide to business communication series), Netzleyand Snow, Prentice-Hall, New Delhi
3. Aspi Doctor and Rhod Doctor : Principal and Practice of Business Communication, Sheth Publications, Mumbai.
4. Vijaykumar: The Art of Public Speaking, Shree Publications, Mumbai.
5. K. Sankaran and Mahenmdra Kumar : Group Discussion and Public Speaking, M. I. Publications, Agra