

**SARDAR PATEL UNIVERSITY**  
**Programme: Bachelor of Vocational (Hospitality and Tourism)**  
**Semester: I**  
**Paper- 2 Business English - I (UT01BVGE02)**

**(Theory/Practical)**

Unit	Description in detail	Credit:4
I	<b>Understanding Business Communication:</b> Nature and Scope of Communication, Non-Verbal Communication, Cross-cultural Communication, Technology- enabled Business.	40%
II	<b>Business Correspondence-I:</b> Business Writing, Business Correspondence, Instructions, Business Reports and Proposals, Careers and Resumes	40%
III	<b>Business Vocabulary-I</b> General Vocabulary (GSL) Business Vocabulary	20%

### Practical

Unit	Description in detail
I	Simulation I:- situational conversation/ Role play
II	Presentation Skill I: Presentation

### Text book & Reference Books:-

- Business Communication (with CD) 2<sup>nd</sup> Edition by Minakshi Raman(Oxford University Press, New Delhi, 2012)
- Technical Communication ‘Principles and Practice’ by Meenakshi Raman and Sangeeta Sharma(Oxford University Press, New Delhi, 2004)
- Intercultural Competence: Interpersonal Communication Across Culture by Myron W Lustig, 6<sup>th</sup> Edition
- How to Teach Business English by Evan Frendo
- Business English the writing skills you need for Today’s workplace by Andrea B Geffner (Barron’s Educational Series, 2010)

