

SARDAR PATEL UNIVERSITY
Programme: - Bachelor of Vocation (B. Voc)
Semester: I
Title of Paper II: Business English I
Course Code - UR01BVGE02

Unit	Title and Descriptions	Credit:4
1	Understanding Business Communication: Nature and Scope of Communication, Non-Verbal Communication, Cross-cultural Communication, Technology- enabled Business.	40%
2	Business Correspondence I: Business Writing, Business Correspondence, Instructions, Business Reports and Proposals, Careers and Resumes	40%
3	Business Vocabulary I General Vocabulary(GSL) Business Vocabulary	20%

Practical

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

Reference Books:

- Business Communication (with CD) 2nd 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, 6th 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)

