

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (ELT)
Semester: II
Syllabus with Effect from: June - 2011

Paper Code:PA02EELT04	Total Credit: 4
Title Of Paper: Business English	

Unit	Description in Detail	Weightage (%)
I	Fundamentals of Business Writing Writing a business letter/e-mail: The parts of letter Thinking, planning, writing and revising	25%
II	Fundamental Concepts in Business Communication Barriers to business communication Effective business correspondence: length, order and sequence, style, form and format	25%
III	Business Correspondence: I Letters of complaint and adjustments Collection Letters or Advice of Payments	25%
IV	Business Correspondence: II Memo and Business reports for internal circulation Letters of Enquiry and Responses	25%

Basic Text & Reference Books:-

- A, Ashley. 2003. Oxford Handbook of Commercial Correspondence. Oxford: Oxford University Press
- Aspinall, T. & G, Bethell. 2003. Test Your Business Vocabulary in Use Cambridge: Cambridge University Press
- Barrass, R. 2003. Writing at Work. London: Routledge
- Hollet, V. 1995. Business Opportunities. Oxford: Oxford University Press
- Hollet, V. 1996. Business Objectives. Oxford University Press
- Jones, L & R, Alexander. 1993. International Business English. Cambridge: Cambridge University Press.

