

Course Code: ELTU E1072
Title: English for Business Communication
Type/Status: Core
Aims: The aim of this course unit is to prepare students to function in their specific field of studies while enhancing their communicative skills. Equal emphasis will be given to both the spoken and written aspects of communication.

Learning Outcome:

By the end of the course unit, the students will be able to:

- Initiate conversations: greeting, introduction, small talk, farewell, give and ask for directions.
- Handle telephone conversations in English: initiate calls, answer calls, ask/give information on the phone.
- Use markers of politeness appropriately.
- Listen to lectures and take down lecture notes in English.
- Make effective presentations. do reference in English.
- Use the vocabulary related to the world of business.
- Provide summaries of written and spoken material.
- Read and understand subject-related material in English.
- Identify and avoid common errors in pronunciation.

Course Content:

Dialogues, short speeches, social chit-chat etc.
Introduction to academic writing. Presentation skills.
Note taking skills. How to do reference. How to use the dictionary. Reading material from students' areas of study. Authentic reading material from newspapers, magazines etc. Listening material prepared by the ELTU using extracts from the public domain.

Method of Teaching & Learning:

Seminar & self learning

Scheme of Evaluation:

End year examination

Recommended Readings:

Alexander, R. & Jones, L. (2003). *New International Business English*.
Cambridge : Cambridge University Press.

Folse, K.S., Mahnke, M.K., Solomon, E.V., Williams, L. (2003). *Blueprints
1:Composition Skills for Academic Writing*,

Lefevre, C.A. & Lefevre, H.E. (1978). *Reading Power and Study
Skills for College Work*. New York : Harcourt Brace Jovanovich, Inc.

Mascull, B. (2002). *Business Vocabulary in Use*. Cambridge University
Press.

Murphy, R. (1992). *Essential English Grammar*. New York :
Cambridge University Press. Houghton Mifflin Company.