

## **BA-502**

### **FUNCTIONAL ENGLISH- II**

The course aims at helping students develop a positive, constructive and practical approach to effective written and oral communication in business and professional settings. Audience awareness, developing a design, handling questions and answers, personal presence, style and body language are some other aspects that will be discussed.

#### **1. ORAL COMMUNICATION**

- 1.1. Introduction to Oral Communication
- 1.2. Forms of Oral Communication
- 1.3. Importance of Oral Communication
- 1.4. Oral and Written Communication: A Comparison
- 1.5. Barriers in Oral Communication
- 1.6. Oral Communication in Business
- 1.7. Oral Communication in Practice

#### **2. MESSAGES**

- 2.1. Good News Messages
- 2.2. Bad News Messages
- 2.3. Persuasive Messages
- 2.4. Planning Steps of a Message

#### **3. APPROACHES TO ORAL COMMUNICATION**

- 3.1. Interview
- 3.2. Planning and Conducting an Interview
- 3.3. Telephone and Objectives for using a Telephone
- 3.4. Meetings, Symposia and Workshops
- 3.5. Group Discussion and Panel Discussion
- 3.6. Media
- 3.7. Personal Selling

#### **4. ORAL PRESENTATIONS**

- 4.1. Presentation (Defined)
- 4.2. Making a Presentation (Introduction to MS-Power Point)
- 4.3. Control of Stage Fright
- 4.4. Planning your Speech
- 4.5. Scripted Speech

#### **5. WRITTEN COMMUNICATION**

- 5.1.Dictating
- 5.2.Importance of Dictation
- 5.3.Importance and Procedure of Note Making
- 5.4.Report
- 5.5.Report Writing

## **6. AUDIENCE EVALUATION**

- 6.1.Knowing and Analyzing the Audience
- 6.2.Character and Personality traits of the Audience
- 6.3.Internal and External Audience
- 6.4.Motivating your Audience

## **7. NON-VERBAL COMMUNICATION**

- 7.1.Body Posture
- 7.2.Body Language
- 7.3.Proximity to Audience

## **8. ADDITIONAL AIDS**

- 8.1.Picture Talks
- 8.2.Plays
- 8.3.Discussions on TV/Movies
- 8.4.Debates
- 8.5.Class Presentations

### **TEXT BOOKS**

1. Raymond V. Lesikar (1996) Business Communication, Richard D. Irwin, Inc.

### **REFERENCE BOOKS**

2. Murphy & Hilderbrant (1991) Effective Business Communication, 6<sup>th</sup> Edition, McGrawHill
3. Bovee & Thill (1995) Business Communication Today, 4<sup>th</sup> Edition, McGraw-Hill
4. Shirley Taylor (1944) Communication for Business-A Practical Approach 2<sup>nd</sup> Edition, Pitma Publishing