

2.7 31207 ENGLISH LANGUAGE & COMMUNICATION

UNIT-1 INTRODUCTION:

- 1.1 Meaning of Communication; Role of Communication in Business;
- 1.2 Basic elements of the communication process, level of Communication, forms, models and media of Communications,
- 1.3 Verbal and non-verbal Communication-functions and types.
- 1.4 Barriers to effective Communication.

UNIT-2 GRAMMAR:

- 2.1 Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences.
- 2.2 Vocabulary: usage, synonyms, antonyms. Comprehension Forms of Writing:
- 2.3 The Report, The Proposal, The C.V. and Job Application letter. Business letters, The Presentation.
- 2.4 Role Playing.
- 2.5 Group Discussion

Reference Books:

1. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill K. Mohan & M. Banerjee:
2. Developing Communication Skills, Macmillan M.A. Rizvi: Effective Technical Communication, Tata McGraw-Hill

