

COA 102

BUSINESS ENGLISH

WEEK 1

OBJECTIVE

This subject aims to help learners:

- Carry out routine business communication and transactions using correct forms of language
- Use correct grammar in written and spoken English
- Give and obtain factual information of a personal and non-personal nature using the English language

On completion of COA 102, the learners should be able to:

- Apply the basic telephone skills techniques with correct language usage.
- Use appropriate language usage in group discussion and meetings.
- Formulate business correspondence documents such as letter writing and memorandum.
- Deliver an oral presentation.

COMMUNICATION TASKS – INTRODUCTION

WEEK 1

HOURS: 4

Learning Outcomes:

- Oral and written communication
- Principles of effective communication
- First meeting and subsequent meetings

Activity:

- Lecture, reading comprehension, group discussion and role play

VERBAL & NON-VERBAL COMMUNICATION

- VERBAL
 - Use of words
 - Written
 - Oral
- NON-VERBAL
 - No use of words

PRINCIPLES OF EFFECTIVE COMMUNICATION

- Suitable language
- Suitable media
- Suitable time
- Think and plan
- Listen carefully
- Obtain feedback
- Be open-minded
- Read more
- Keep high standard

INTRODUCTION

- Meeting a colleague
- First meeting
- Introducing yourself
- Introducing a colleague
- Talking about your company