



DBA 104

BASIC BUSINESS ENGLISH



Y1S1

EVALUATION

COURSEWORK : 30%

FINAL EXAMINATION : 70%

DURATION OF COURSE : 14 WEEKS



OBJECTIVES

To enable students to:

- . Use written English in a variety of business situations
- . Present a variety of data in both written and graphical form
- . Understand the principles of business communication
- . Appreciate common barriers to clear communication and how to overcome them
- . Keep abreast of current developments in communications technology
- . Draft all the usual business correspondence from given data

READING and COMPREHENSION

WEEKS 1 & 2

HOURS : 6

I. Introduction

You will read much more efficiently if you learn to go for the essentials at each stage of the task. Try the following routine:

- **Objective:** Know what it is you are looking for.
- **Scan:** Get a rough idea of the content of all your material.
- **Prioritise:** Separate out the essential, the useful and the irrelevant.
- **Skim:** Familiarise yourself with the structure and main points: skim.
- **Read:** Read: Concentrate, question, evaluate.
- **Note:** Make a note of essentials.
- **Review:** Have you missed, misinterpreted or misquoted anything?

READING AND COMPREHENSION

WEEKS 3 & 4

HOURS : 6

2. Reading for specific information

In this chapter the students will learn how to:

- Read a text and look for specific details
- Students are given empty forms to fill with the specific details gathered
- Students are required to do specific tasks with the information gathered from the text
 - eg. i. writing a report
 - ii. writing a summary
 - iii. Writing a response – a recommendation/suggestion

READING AND COMPREHENSION

WEEKS 5 - 7

12 hours

3. Reading for understanding and comprehension

- . A given text is read and discussed thoroughly to fully understand its contents
- . Students are then given questions to answer on the text
- . Students' answers should:
 - i. be grammatically correct
 - ii. short and concise
 - iii. include only the information as asked for in the question
 - iv. mostly consist of students' own words and phrases and not fully copied from the text

WRITING

WEEKS 8 - 11

HOURS : 16

- I Memorandum
- II Report Writing
- III Writing Letters
 - . Letters of Application
 - . Enquiry letters
 - . Letters of Request
 - . Letters of Complaint
 - . Letters of Application and Curriculum vitae



I) MEMORANDUM

It is a written communication from one person to another within the same organization. Memos are written for a variety of purposes.

to inform decisions,
actions, etc.



MEMO
TO:
FROM:
DATE:
SUBJECT:

to request decision,
actions, etc.

to remind someone of
action required.

to provide information
of any kind.

II) REPORTS

TYPES OF REPORTS

ROUTINE REPORTS	SPECIAL REPORTS
<ul style="list-style-type: none">📄 Representatives' reports on sales visits.📄 Managers' reports on the work of their departments.📄 Equipment and maintenance report.📄 Progress report.📄 Safety report.📄 Accident report.	<ul style="list-style-type: none">📄 Reports written in response to requests for specific information.📄 Reports made on a special topic after research and investigation.📄 Report regarding a change of policy.📄 Market research report.

FORMAL REPORTS

Formal reports are usually written by a committee or group of people after fairly detailed investigation or research. They are often presented under the following series of headings:

- 1. Headings**
 - : the name of the company.
 - : the report heading (Report on)
- 2. Terms of reference**
 - : State exactly why the report is being written.
 - : To report on ...(subject)... as requested by ...(name and title) on ...(date)....
- 3. Procedure**
 - : Give a brief description of the methods used to collect the information.
- 4. Findings**
 - : Go through the procedure point by point and use numbers and sub-headings for this section.
- 5. Conclusions**
 - : No new facts must be introduced in this section. Look at the findings and state to logical implications of them.
- 6. Recommendations (if requested)**
 - : On the basis on information presented in Findings and conclusions, make some suggestions for action.
- 7. Closing Section**
 - : A report should be signed and there should be a name and title shown at the foot, plus the date the report was written.

EXAMPLE OF A FORMAL REPORT

Company's name and
Report title (be specific)

TERMS OF REFERENCE.

Who asked for the report?
What was requested?
When was it requested?

PROCEDURE.

List the steps taken to gather
the information (past tense)

1. _____
2. _____

FINDINGS.

Present the information obtained through
each step mentioned in procedure.

1. _____
 - 1.1 _____
 - 1.2 _____
2. _____
 - 2.1 _____

CONCLUSIONS.

What are the logical implications from the 'Finding'?.

RECOMMENDATIONS.

What action do you suggest should be taken, based on
'Findings & Conclusions'?.

Name & title of writer.
Reference & date.

LETTERS

Business letters convey an impression of the company in many different ways:

Stationery and printing of letterhead paper.





Presentation.

Language and tone used.

Structure of the letter.

LETTER (FULLY-BLOCKED LAYOUT)

Logo. A special logo can help to identify a company. Letterhead, company's name, address & telephone and fax number.		STAMFORD COLLEGE Kuala Lumpur www.stamford.edu.my
Reference number		ST/CFB
Date- day, month and year		2 August 2007
Inside address, full postal address.		To address
Salutation		Dear Dennis,
Heading		SUBJECT:
Body of letter		----- -----
Complementary close		Yours sincerely
Sender's name Designation		Signature Name Position
Enclosure		Enc

PRESENTATION

WEEKS 12 - 13

8 HOURS

- **Planning**
- **Writing**
- **Completing (including power-point)**
- **Rehearsal of the presentation**
- **Delivering the presentation**
- **Evaluation and analysis of the presentation**



PRESENTATION

PLANNING:

1. **Get to know your listeners:** Clarify the interests and needs of your listeners and determine what values, hopes, advantages, fears and concerns your listeners have: know the level of the audience on your topic.
2. **Analyse the circumstances around your talk:** Know the age group of the audience, how many people will there be and what has brought your audience together.
3. **The location and the size of the audience:** Check the room size, seating arrangements, layout and set-up.

PRESENTATION

WRITING:

1. Brainstorm the topic: Write down everything about the topic that comes to your mind.
2. Get the hard information: Read up and research as much information as possible on your topic. The facts, statistics, quotes and opinions that your research produces will add to the persuasiveness of your presentation.
3. Write a draft and read it aloud: when you write the first draft of your speech, it should contain the three basic elements:
 - ***The Introduction***
 - ***The Discussion***
 - ***The Conclusion***
4. Use visual aids: Visual aids help to create interest and to illustrate points that may be hard to explain using words alone.

PRESENTATION

Here are some visual aids that you might consider for your presentation:

- Overhead projector and transparencies
- Whiteboard
- Flip charts to prepare
- Video clips
- Models and/or samples
- A computer based program such as Microsoft Power Point.



PRESENTATION

COMPLETING:

1. Practice: The more rehearsals and the more practice you do, the better you will become.
2. It's natural to feel nervous: Avoid nervousness by taking a deep breath, hold it. Then let it out with a confident smile.

PRESENTATION

Delivery of your speech:

The following seven factors will contribute towards our success during the presentation:

- Your start
- Audience mood
- Your voice
- Body language
- Your visual aids
- Timing
- Conclusions



LOGOS AND LETTERHEADS

Week 14

4 hours

- Students are made aware of functions of logos and letterheads
- Students are given samples of logos and letterheads and discuss the messages they symbolize
- Students design their own logos and letterheads and present their views based on their designs