



DCA 101

BUSINESS ENGLISH 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 DCA101, 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

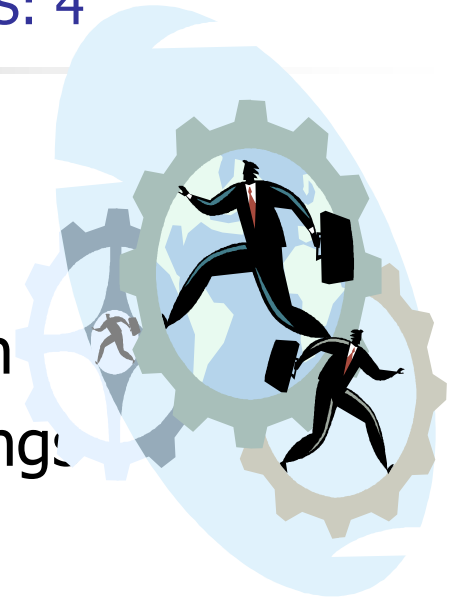
HOURS: 4

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 & NONVERBAL COMMUNICATION

- VERBAL
 - Use of words
 - Written
 - Oral
- NONVERBAL
 - 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

COMMUNICATION TASKS - USING THE TELEPHONE

WEEK 2

HOURS: 4

Learning Outcomes:

- Planning and making calls
- Writing telephone messages

Activity:

- Listening to telephone messages (audio-tapes), discussion, role play





TELEPHONING SKILLS

- MAKING A CALL
- RECEIVING A CALL
- TAKING A MESSAGE
- PASSING A CALL



MAKING A CALL

- Hello, I'd like to speak to Mr ...
- Hello, this is Miss ... calling from ...
- Is Ms ... available, please? My name is ...



RECEIVING A CALL

- Good ...
- Stamford College. May I help you?

- Good ...
- Mr Brown's office/
- Mr Brown's secretary. How can I help you?



TAKING A MESSAGE

- Can I take a message?
- Would you like to leave a message?
- Can I give him/her a message?
- Any message?



PASSING A CALL

- Please hold. I'll put you through to Mr ...
- Please hang on. I'll put you through to the Sales Department.

COMMUNICATION TASKS – MAKING BUSINESS PLANS & ARRANGEMENT

WEEK 3

HOURS: 4

Learning Outcomes:

- Summarising a conversation
- Making notes
- Using full stops, commas, question marks
- Using colons and semi-colons correctly
- Language Components – Punctuations



Activity:

- Listening to a business conversation, making summaries and notes, punctuation exercises



SUMMARIZING A CONVERSATION

LISTENING:

- Listen to a conversation recorded at a trade exhibition.
- Listen to the recording of the meeting between two persons
- Decide which of the three styles of summary you prefer



MAKING NOTES

- Keep notes short
- Use abbreviations
- Use linking words
- Use the dash (–)
- Use a lot of space
- Use the layout to help make meaning clear



PUNCTUATION

- Using full stops, commas, question marks
- Using colons and semi-colons correctly

COMMUNICATION TASKS – PRESENTATION

WEEK 4

HOURS: 4

Learning Outcomes:

- Basic skills and techniques in presentation
- Verbal and non-verbal elements

Activity:

- Lecture, Power point presentation, discussion, presentation





EFFECTIVE PRESENTATION

- **Planning**
- **Organizing content**
- **Preparing presentation visuals**
- **Refining your delivery**



YOUR PRESENTATION MUST HAVE GOOD:

- Outline
- Introduction & conclusion
- Voice quality
- Language
- Body language
- Effort & materials
- Impression
- Answers to questions

COMMUNICATION TASKS – MEMORANDUM

WEEK 5

HOURS: 4

Learning Outcomes:

Memo-writing -

- Language
- Layout
- Content
- Organisation

Activity:

- Lecture, discussion, writing of memorandum

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.

to remind someone of
action required.

MEMO
TO:
FROM:
DATE:
SUBJECT:

to request decision,
actions, etc.

to provide information
of any kind.

COMMUNICATION TASKS – BUSINESS LETTER

WEEK 6

HOURS: 4

Learning Outcomes:

Writing effective business letters –

- Language
- Layout
- Content
- Organisation

Activity:

- Lecture, discussion, writing of business letters



LETTERS

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

Stationery and printing
of letterhead paper.

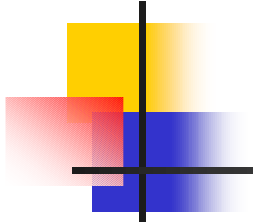
**BUSINESS
LETTER**


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.		 <p>STAMFORD COLLEGE Kuala Lumpur www.stamford.edu.my</p>
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

COMMUNICATION TASKS – BUSINESS MEETINGS

WEEK 7

HOURS: 4

Learning Outcomes:

- Taking part in a meeting
- Formal meeting
- One-to-one meeting
- Appropriate language in meeting

Activity:

- Listening to business meetings (audio-tapes), discussion, role play





BUSINESS MEETING

- Taking part in a meeting
- One-to-one meeting
- Expressions



TAKING PART IN A MEETING

LISTENING:

- You will hear the beginning of one of the meetings shown. Imagine that you work for ACME Trading, the same company as the speakers: the heads of department are discussing a proposal to introduce flexible working hours.
- Listen to the recording and tick the points in the list that the speakers made.
- Listen to the recording again. You will hear many expressions being used in the meeting.



TAKING PART IN A MEETING: EXPRESSIONS

- Find out what the other people think
- Interrupt someone and put forward your own opinion
- Find out if the others have understood or agree with you
- Show that you do not understand



ONE-TO-ONE MEETING

LISTENING

- You will hear the beginning of a one-to-one business meeting. Pam Ross has called to see Paul Fisher in his office. After you have listened to the recording, discuss these questions:
- What was the purpose of the meeting?
- What do you think happened at the end of the meeting?
- How was it different from a social meeting between friends?
- How was it different from the big group meeting you heard earlier?

ONE-TO-ONE MEETING: EXPRESSION



- Starting a meeting
- Ending a meeting

COMMUNICATION TASKS – SYSTEMS & PROCESSES

WEEK 8

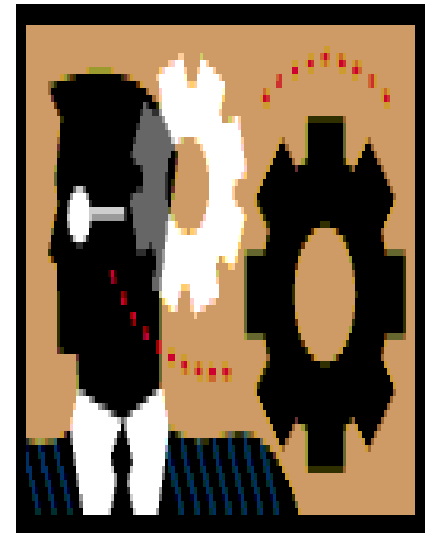
HOURS: 4

Learning Outcomes:

- Talking about processes and operation
- Explaining a procedure
- Explaining a production process

Activity:

- Listening to processes and operation (audio-tape), discussion, role play





PROCESSES AND OPERATIONS

- How does it work?
- What do I have to do?
- A production process



PROCESSES AND OPERATIONS

Pair work:

- Look at the pictures and discuss these questions:
- What are the products shown?
- Which of these products you know how to use?
- Can you explain how each one works?



PROCESSES AND OPERATIONS

Pair work:

- Look at these explanations of how a photocopier works. Discuss these questions:
- Which of the explanations is the easiest to follow? Why?
- What are the best aspects of each one?

WHAT DO I HAVE TO DO?

EXPRESSIONS



- To ask someone to explain something to you
- To explain the order in which certain things are done
- To check understanding
- To show you do not understand
- To show you have understood



A PRODUCTION PROCESS

LISTENING:

- You will hear an expert explaining how chocolate is produced and the various operations involved in its manufacture. Listen to the recording.
- Look at the flow chart of the process and number the operations in the blue box below, according to the recording.

COMMUNICATION TASKS – PRESENTING TRENDS & RESULTS

WEEK 9

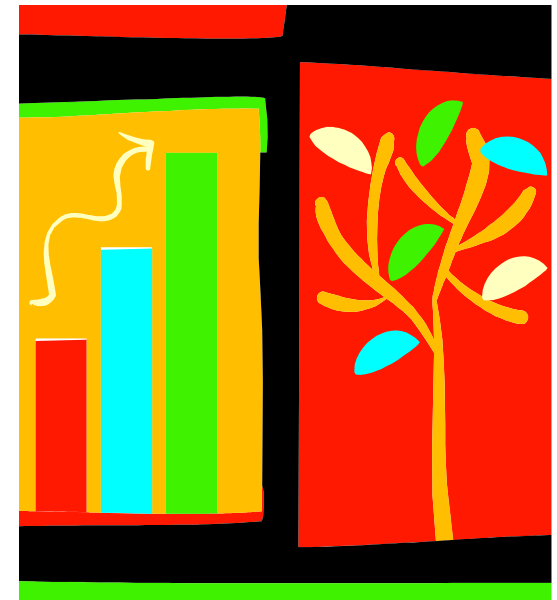
HOURS: 4

Learning Outcomes:

- Interpreting forms and diagrams
- Interpreting graphs, charts and tables
- Using graphics in presentation

Activity:

- Lecture, transfer of information from graphics to text (writing), group discussion





MANAGING QUANTITATIVE DATA

COMMON LANGUAGE

- Ratio 1:2
- Fractions 1/3
- Percentages 15%

CENTRAL TENDENCY

- Mean
- Median
- Mode



USING GRAPHICS

- Table show exact figures
- Bar chart make comparison
- Line chart show changes over time
- Pie chart show parts in relation to whole
- Map show geographic relationships
- Flow chart show a process or procedure
- Photograph provide a realistic view of specific item or place

COMMUNICATION TASKS – BUSINESS TRAVEL

WEEK 10

HOURS: 4

Learning Outcomes:

Making important preparation for business travel

- Various arrangement
- Small talks
- Local knowledge

■ **Activity:**

Listening to various arrangement for business (audio-tapes), lecture, discussion and role play





BUSINESS TRAVEL

- Did you have a good journey?
- Hotels and accommodation
- Local knowledge
- Eating, socializing and telling stories



DID YOU HAVE A GOOD JOURNEY?

- Look at the illustration and discuss these questions
- Here are some phrases which can be used when meeting or being met.
- Listen to the conversation and highlight the phrases you would like to remember



HOTELS AND ACCOMMODATION

- If you have to make a reservation at a particular hotel you know of, you can just send them a fax to book a room.
- But if you require more information about the hotel, or if you have special requirements, you may need to telephone them.

HOTELS AND ACCOMMODATION



- You will hear Ms Muller phoning the Hotel Concorde on behalf of Mr Meier. Note down the answers to these questions about the call:
- Why did she phone instead of sending a fax?
- What information did she get from the hotel?



LOCAL KNOWLEDGE

- You are the expert!
- To a foreign visitor, you are the expert on the place where you live.
- A visitor may expect you
 - to know how to get to places
 - to explain local customs and habits.



EATING, SOCIALIZING AND TELLING STORIES

LISTENING:

- You will hear two people looking at this dessert menu.
- What does the man decide to order?
- What would you order?



EATING, SOCIALIZING AND TELLING STORIES

- Imagine that you are in a restaurant with a foreign visitor who can't understand some of the items on the menu.
- Play the roles of visitor and host.

COMMUNICATION TASKS – HOSPITALITY & ENTERTAINMENT

WEEK 11

HOURS: 4

Learning Outcomes:

- Receiving and looking after visitors
- Showing visitors around the company

Activity:

- Listening to audio-tapes, lecture, discussion and role play



LANGUAGE COMPONENTS

WEEK 12

HOURS: 4

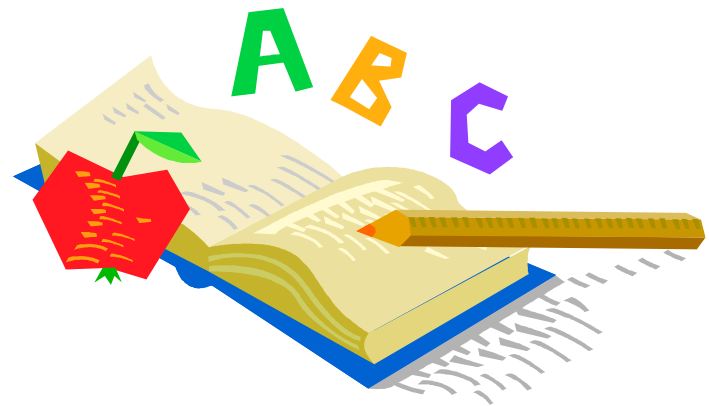
Learning Outcomes:

Able to differentiate and use different tenses

- Simple present and present continuous
- Simple past and past continuous
- Present perfect and past perfect
- Future tenses

Activity:

- Lecture, grammar exercises



LANGUAGE COMPONENTS

WEEK 13

HOURS: 4

Learning Outcomes:

Able to differentiate and use language components

- Adjectives and adverbs
- Articles – a, an, the and Ø article

Activity:

- Lecture, grammar exercises



LANGUAGE COMPONENTS

WEEK 14

HOURS: 4

Learning Outcomes:

Able to differentiate and use language components

- Prepositions of place
- Prepositions of time

Activity:

- Lecture, grammar exercises

