

# DES 1101



## BUSINESS ENGLISH & PRESENTATION 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 DES 1101, 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

