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DEPARTMENT OF ENGLISH

SUBJECT NAME: ENGLISH FOR COMMERCE & MANAGEMENT I

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UNIT-I

COMMUNICATION

Why listening skills are important

- Improves relationships
- Improves our knowledge
- Improves our understanding
- Prevents problems escalating
- Saves time and energy
- Can save money
- Leads to better results

LISTENING

- Listening is the process of receiving and responding to spoken messages. Listening is not just hearing what the other person says, but actually refers to understanding what is being said.

Essential Elements of listening

- 1. Receiving - Hearing what is said
- 2. Understanding - Comprehend what is heard
- 3. Responding - Acknowledge the speaker by nodding
- 4. Remembering - Reproduce the crux of what is heard

INSTRUCTIONS

Giving instructions is a common occurrence. Instruction is used to perform a task and carry out a procedure. Generally it will be a kind of numbered list which suggests a sequence of tasks to be carried out.

- The step-by-step procedure enables the listener to perform the task. Firstly, secondly, then, finally are used to narrate the sequence of events. One should be clear with the following while giving instructions.
 - Simple clear instructions
 - Be context specific
 - Check the understanding of the listener
 - Offer the listener an opportunity to clear his doubts
 - Logical sequence
- In an organization, listening plays a vital role in maintaining healthy relationships among workers, between employees and management and also between company and customer. Active listening and maintaining eye-

contact are essential to reduce conflict and to build trust.

Give instructions to the sales representatives

- Be clear about your mission
- Set specific goals by breaking the mission
- Check your sales activities
- Be persuasive
- Fulfill customer need
- Increase average sales
- Create conducive environment
- Ask and listen to the customer and then act

How to improve brand

- Consistency
- Authenticity
- Company

Consistency

- Consistency is achieved when your company's daily actions concur with your brand's image. For automobile franchises, the biggest aspect of consistency involves communicating with their customers at the dealership. Customer satisfaction goes down, and a word of mouth marketing may not work

in your favor. That's why consistency among all workers is important.

Authenticity

- It is very difficult to gain customer loyalty and trust without credibility. People are hesitant to trust any company or any person without knowing their story. Authenticity is about knowing your audience and delivering straightforward messages to them. Building credibility is one of the most beneficial things a company can do for its brand in today's market.

Company

- Every part of the company should be aware of the brand and how their job fits into it. Each employee impacts the brand in a different way.

The key is making sure that, even more than knowing the company's mission statement, workers realize that their actions impact the company's brand and how it is perceived by the public. Every part of the company from finance to management needs to participate in actively representing the brand.

Pull Marketing

- The point of pull marketing is to make consumers come to you. To make it happen, you have to focus on building credibility of the company, expertise in the field, and value for the customer. Focusing on strengthening the reputation of your brand should not be seen as insignificant. It may not lead to new clients right away, but pull marketing is more sustainable and less time-consuming than push marketing.

Developing story from Pictures

- Pictures are effective tools of communication. Pictures disseminate information to the viewers. Pictures can have silent talk with the onlookers. Pictures will motivate, inspire and lead people. Certainly they will kindle our imagination and force us to express our opinion about them.

UNIT II

DESCRIPTION

Flowchart

- Flowchart is a powerful business tool. It is a diagrammatical representation of the sequence of steps needed to accomplish a task or perform a process. Each step is represented by a unique diagram shape and the steps are linked by connecting lines and directional arrows. Flow chart communicates the logical flow of process effectively.

Linking words

Linking words help you to connect ideas and sentences when you describe the process.

EXAMPLES

- Addition -- And, also, besides, furthermore, too, moreover, then, equally important, another
- Comparison -- Like, in the same manner, as ...so, similarly
- Contrast -- But, in contrast, conversely, however, still, nevertheless, yet, on the other hand, on the contrary, or, in spite of this, actually, in fact.

READING

- There are three different styles of reading academic texts:
- Skimming—A quick reading of the text to get a general impression of the author's main argument, the message, or ideas.
- Scanning—Reading to get specific information from the text.
- In-depth Reading—Reading to gain deeper meaning and comprehension of a text.

DEFINITIONS

- The word 'definition' originates from 'define', which is 'stating exactly what a thing is'. A definition has two distinct elements. First, the term should be identified as an item of a large group or category. Then its distinguishing characteristics are to be specified in such a way that no other object, device, or process should fit into the definition.

Steps to write Definitions

- Use of Articles: A definition usually begins with an article 'a' or 'an' or 'the'.
- State what it is—whether it is a tool or device or a machine or a component or an instrument or a concept or an idea or a study.
- Describe the primary use of the thing.
- State the condition of the thing, description of the thing etc.

EXAMPLE

- Dividend—A part of a company's profits that is paid to the people who own shares in it.
- Dead Line—A date on which something must be completed.
- Memorandum – A record of legal agreement which has not yet been formally prepared and signed.
- Trade—An act of buying and selling of goods and services.
- Strategy—A plan that is intended to achieve a particular purpose.

Extended Definitions

Defining a word can be with a synonym, a brief phrase, or a formal sentence that explains the term in its most basic form. Terms are words, compound words, or multi-word expressions that are given specific meanings in specific contexts —these may deviate from the meaning the same words have in other contexts, and in everyday language.

Steps to write Extended Definitions

- Explain the word and its term.
- Describe its Classification, principle, and its operation.
- Discuss its Cause and Effect attributes, and its component parts.
- Compare and contrast, if needed.

Example

- Collateral Security – This refers to an asset that a lender accepts as security for a loan; the collateral acts as a form of protection for the lender. That is, if the borrower defaults on his loan payment, the lender can seize the collateral and sell it to adjust this loan.

UNIT III

NEGOTIATION STRATEGIES

- The negotiating process is continual, not an individual event
- Think positive
- Prepare
- Think about the best & worst outcome before the negotiations begin

- Be articulate & build value
- Give and take

Negotiations: Useful expressions

Opening statements/beginning the negotiation

- We would like to welcome you...
- Today we are going to talk about...
- We are glad that you could come and hope you will enjoy your stay here.
- Let's get down to business.
- Let's begin the discussion with...

Expressing an opinion

- If you ask me .../I think.../My opinion, for what it's worth .../Why not .../In my opinion .../Emphasizing a main point/My main concern at this stage is .../The main thing for me is... The main point I'd like to emphasize.../I would like to emphasize that.../One point I'd like to emphasize is that.../That's/This is an important point./We need to keep in mind that.../Let me repeat that...

Suggesting or accepting an

offer/compromise

- We'd like to make a proposal that will hopefully benefit both sides.
- Would you consider...?
- Why don't you ...
- What about if we...?
- I think we can accept that...
- Asking for a suggestion
- How do you think we should deal with...?
- What do you think is the best way forward?
- What do you propose?



Asking for information

- What are your usual charges/fees/rates for...?
- Can/could you give me some more information about...?
- Can you give more specific details about...?
- What can you tell me about...?

Rejecting an offer/compromise

- I'm afraid that's out of the question.
- I'm afraid we cannot accept that.
- I'm afraid that we cannot accept your offer/because/since/while...
- I'm afraid that those conditions are unacceptable because...
- Your proposal as it stands is not acceptable. Requests
- Do you think you could...?
- Would you be able to...?
- Could you...?

Being firm

- I understand what you're saying, but...
- I can see what you're saying, but...
- By and large, I accept your views, but...
- I'm afraid that's out of the question.

Being flexible

- Would you be prepared to ...(if)...
- I'm willing to...(if)...
- If you agreed to... we could reciprocate with...
- Provided that you ..., we see no objection to...
- We would be willing to consider that. We would be ready to make a concession on...
- We have no objection to ...

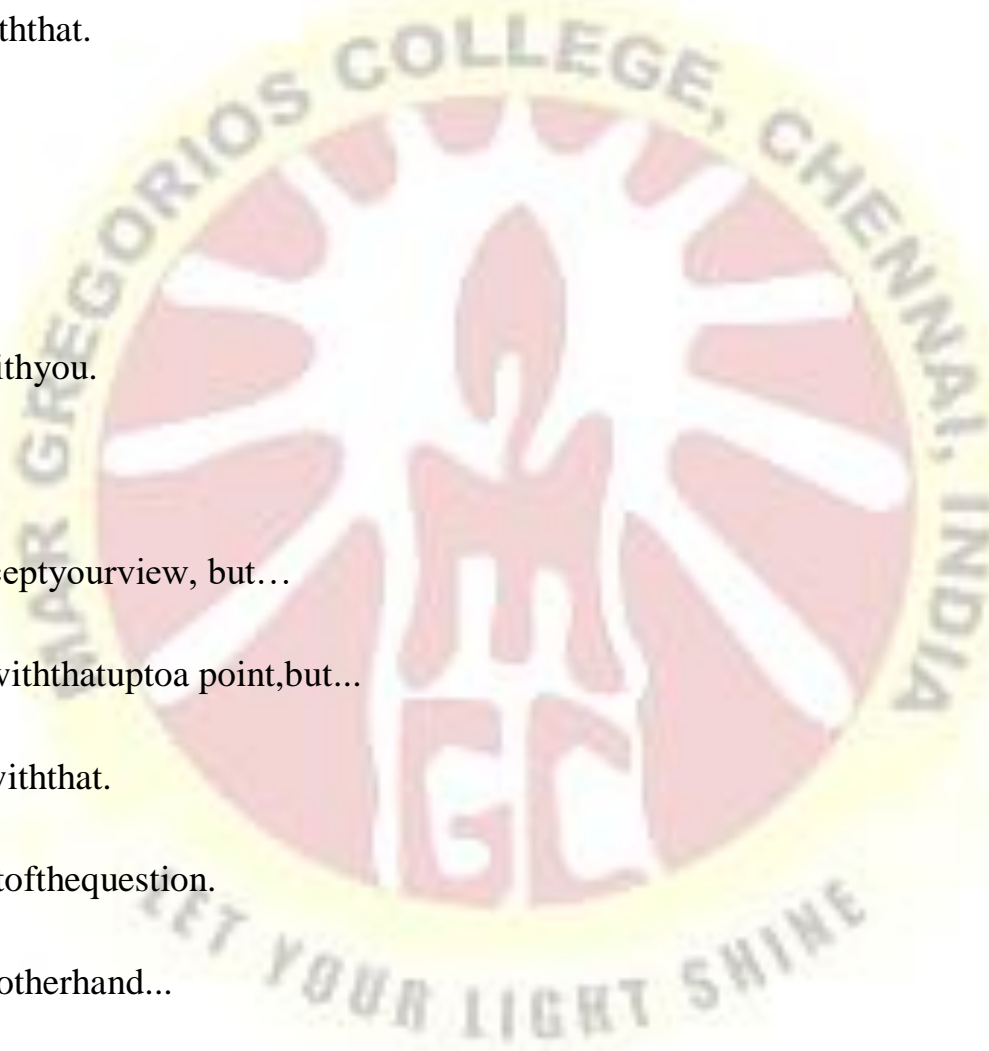
Clarifying

- As I understand it, you offer is...
- If I understand you correctly,...
- Please correct me if I'm wrong, but if I understand you correctly, you are proposing..
- As I understand it, you're saying that...
- So what you're saying is... Am I right?
- Agreeing That's fine.
- You're quite right.
- I hadn't thought about that.
- That's a good point.
- Okay, I'm happy with that for now.

- Yes, I'd go along with that.
- Yes, definitely

Disagreeing

- I beg to differ with you.
- Nonsense.
- By and large, I accept your view, but...
- Yes, I'd go along with that up to a point, but...
- I can't go along with that.
- For me that is out of the question.
- Yes, but on the other hand...



Trying concessions to conditions

- Provided that you ..., we see no objection to...
- Provided that you..., I think we could consider ...
- I am willing to ...(if)...
- We would be prepared to...(if)...
- If you agreed to..., we could reciprocate with/by...
- On the condition that you..., we could be
- persuaded to consider...

Next step

- Soon I'll be in touch with more details.
- Let's talk next week and see how things are going
- Summing up/concluding/closing
- The main points that have been made are...
- It's been a pleasure doing business with you.
- I think the members of the group are basically in/agreement with the following points...
- We look forward to getting to know you better/both socially and professionally
- I think we've reached an agreement on this issue.

- We are looking forward to exploring/opportunities for a profitable business/relationship with you I think we have met halfway on this.
- Let me try to pull the main thread of this/argument together.

Small Group Discussions

In order to arrive at a decision in a given situation and to find a solution to a problem, one of the most effective methods is conducting a discussion in a group. In addition, group discussions are increasingly being used in the job market during interviews and selection procedures.

- There are different sub skills that we need to develop in order to be effective participants in a group discussion. Communications skills, leadership qualities, analytical skills, subject knowledge and attitude are some of the areas that would be tested during a group discussion.

General tips on group discussion

1. Maintain eye contact while speaking: Do not look at the evaluator only. Keep eye contact with every group member while speaking.

- 2. Initiate the discussion: Initiating the discussion is a big advantage. But do it only when you understand the topic clearly and have some topic knowledge.
- 3. Allow others to speak: Do not interrupt anyone in between while speaking.
- 4. Speak clearly: Speak politely and clearly. Use simple and understandable words while speaking. Do not be too aggressive if you are disagreeing with someone. Express your views calmly and politely.

- 5. Make sure to bring the discussion on track. Stick to the topic.
- 6. Positive Attitude: Do not try to dominate anyone. Keep positive body language and show interest in the discussion.
- 7. Speak sensibly: Your thoughts should be sensible and relevant.
- 8. Be a good listener: Speak less and listen more. Pay attention while others are speaking. This will lead to coherence in the discussion.

Significance of Written Communication in Business

- Good written communication will have well-defined goals; it would have specified the problems and solutions which are very important for business. Written communication helps to build good relationships when it is done very effectively. It should have clarity for the recipient to understand, to understand the point of view of the writer quickly.
- The tone of writing should be positive. It is essential that writing should be free from spelling and grammar errors. Pre-writing, writing, revising and editing are the important stages in business writing. Essay
- Essay may be of a simple narrative or description of a process. Sometimes it may be a compare and contrast or an argument. Essay deals with a single idea with many supporting evidences to drive home the point. Essay can be classified as Narrative, Descriptive, Expository, Argumentative and Compare and Contrast.
- Narrative Essay: It is a simple narration of facts or one's experiences. Writer should be creative. Ex: Your First Day in the College
- Descriptive Essay: It is based on the detailed description and analysis of an object or events. Adjectives and adverbs, metaphors and similes can be used to visualize things. Ex: Your favorite Sportsman

- Expository Essay: This includes the process of interpreting some process, personal response to the particular experience or situation or critical analysis of some topics. Ex: Public Transport
- Argumentative Essay: Writer has to state the thesis statement and then put forth his arguments in such a way to persuade the reader. Ex: Television - boon or bane
- Compare and Contrast Essay: Writer has to present the similarities and differences between selected subjects. Ex: As a student you compare your school life with college life.

Structure of the essay

Essays should have an

- Introduction
- Body
- Conclusion

Introduction

- To capture the attention of the reader you can begin the essay with a famous quotation. A good opening would say why your essay is a 'must read'. The main idea should be stated in a single sentence and you should provide background information about the topic.

Body of the essay

- This means the supporting paragraphs. Each supporting idea will have a separate paragraph. With facts and examples these ideas can be developed into paragraphs. Transition words or connectives are used to connect these sentences and give cohesion to the paragraph.

Conclusion

- This summarizes the essay and also stresses the important ideas. Here you can give your personal opinion and also suggest future course of action.

Points to ponder

- Plan for the essay- Decide on the points you would like to discuss and also the paragraph divisions.
- Think about your chosen topic. You have to jot down in a piece of paper the several ideas that occur in your mind. Search for illustrations and quotations to support your views.
- Arrange your ideas in a logical order and put them in their respective paragraphs. Ideas should be well organized.
- Always begin your essay with a quotation or an anecdote in order to attract the attention of the readers. Introduction is a kind of preface or preview for the essay.
- Each paragraph should contain a topical sentence and supporting ideas. Examples can be given to stress the points.
- Transitions or connectives could be used to connect the sentences.

- Unity, cohesion and coherence are important ingredients of an essay.
- Simple, direct and clear style is preferred.
- Avoid slang and colloquial expressions.
- Revise your essay after writing, making necessary changes before submission.

UNIT IV

PRESENTATION LISTENING

Decision Making

- Decision making is an action consciously chosen from available alternatives with a purpose of achieving desired objectives. It is a set of activities that structure the process and facilitate the choice. Decisions are focused on a particular problem or a challenge.
- Decision making doesn't mean problem analysis. It is a means to solve problems and is an integral part of the management system of an organization.

Sequence of decision-making process

- Sense decision requirement
- Gather information and analyze the cause

- Identify the alternatives
- Compare and evaluate
- Make a choice
- Implement your choice
- Review and feedback

Presentation

Presentation signifies the act of informing or persuading a group of audience. It is transmitting knowledge to a set of knowledgeable people in a formal gathering. It can be in a classroom, where a learner presents in front of their peer groups and teachers.

It can also be presenting thoughts as an interviewer and sharing information as an interviewee. Later, in a workspace it could be as an employer presenting the ideas amidst one's colleagues and the employer presenting his demands to the recruits.

3 P's

The 3 P's refer to

- Preparation
- Practice
- Performance.

P- PREPARE

- Make sure to know the target audience for whom the presentation is intended.
- Be clear with the objectives of the presentation.
- Prepare the framework accordingly, whether it is meant to inform, instruct, promote or persuade.
- Get the specific details such as purpose, expected outcome, duration and limit, venue, density of the target audience.
- If necessary, background of a majority of the target group might help to manage unforeseen situations such as the cultural barriers with ease.
- Thereby, taking these into account you may anticipate the questions which would be a perfect finish to the process of preparation.
- Last but not the least, plan your wardrobe.

P-PRACTICE

- Begin the practice with an optimistic mind.
- Stand in front of the mirror and check your non-verbal clues such as, facial expressions, standing posture, gestures such as moving hands.
- You may either record your voice or just observe the tone and modulation of your voice while practicing.

P- PERFORM

- Be animated as your passion for the subject is the driving force.
- When you enjoy your presentation, it is reflected on your audience too.
- Stand in a relaxed manner and stay cool by ignoring anxiety.
- To grab the attention of your audience, you may use inspirational stories, anecdotes, famous maxims or an interesting case-study.
- Eye contact is another significant factor to persuade the audience.
- It is necessary to present the ideas step by step.
- Remember, the duration of average listening is 20 minutes.
- A presentation which exceeds more than 30 minutes makes the audience restless.
- Therefore, plan to express the most important ideas within the first twenty minutes of the schedule which is soon after the initial ice-breaking/warm-up session.
- Modulate your voice with rising, falling, rise-fall and fall-rise tone based on the context. This would help in gaining control and the attention of the target group.

The differences between

Recommendations and instructions

- Recommendations usually written in passive voice
- Begins with the object in focus
- Does not address the reader directly

Sentence Patterns are as follows:

- Object + should be
- verb (participle) + Object
- must be + verb
- (participle) Object + can be + verb (participle)
- Object + need to be
- verb (participle) Object
- ought to be + verb

Instructions

- Written in active voice
- Begins with an action verb
- Addresses the reader directly
- Sentence pattern is as follows: Action verb + object





UNIT 5

CRITICAL THINKING SKILLS

Making effective PowerPoint

Presentation

Power point presentations are the most common form of presentation today. It is operated through slides which have to be created very carefully.

- Create Presentation
- Select the design
- Add slides
- Choose the layout
- Insert text, table, pictures etc.,
- Save the presentation

NOTETAKING

- Note-taking is a process that involves writing or recording what you hear or read in a descriptive way. This is often the first stage of the process of producing effective notes. Note-making is an advanced process that involves reviewing, synthesizing, connecting ideas from a lecture or a reading and presenting the information in a readable, creative way that will stick in your mind.

Importance of note taking

- Promotes active listening/reading
- Provides a framework for revision
- Improves understanding

Principles of Notetaking

- Use your own words.
- Be concise.
- Use abbreviations, phrases and keywords, not sentences.
- Mention date and reference notes clearly.
- Number pages and points.
- Use headings and subheadings.
- List details.

- Use boxes, underlining, colour coding, CAPITALS and highlighting.
- Use arrows to show links between sections.
- Use diagrams and drawings.
- Leave a margin and plenty of space between sections.
- Use a well-spaced layout.

Steps for Creative Problem Solving

- Step 1: Clarify and identify the problem
- Step 2: Research the problem
- Step 3: Formulate creative challenges
- Step 4: Generate ideas
- Step 5: Combine and evaluate the ideas
- Step 5: Combine and evaluate the ideas
- Step 7: Do it! (implement the ideas)

