

# **Skills for Employment Investment Project (SEIP)**

## **Standards/ Curriculum Format For English and Business Communication**

**Course Duration: 1 month**

## Course Structure and Requirements

### Course Title: English and Business Communication

#### Course Objectives:

- a) This course is specially designed to provide English and Business Communication to cope with the requirement of managerial occupations of the IT sector. The course will be implemented to ensure at least 40 % of total contact hours on practical/hands on skills training or practice and 60% trade/ occupations related soft modules;
- b) The course is designed to enable trainees to acquire a range of English and Business Communication including writing course materials, presentation to improve customer service and support which is help to improve and utilized both employee and the organization
- c) The course is designed to meet the required competencies of the occupations needed in the job market in and outside the country;

#### Course Outline

Name of the Course	Duration of Course	Entry Qualification
English and Business Communication	1. Three days per week 2. 4:00 Hours per day	1. Age minimum =25 yrs 2. Education = Graduation passed

## Module 1: Basics of Business Writing: ‘Do’s and ‘Don’t’s, Structuring of Sentences in Professional Writing

SI No	Unit Code	Unit of Competency (UoC) Title
<b>Generic- Compulsory</b>		
		<b>How to Write to Influence in your Business</b>
		<b>Introducing Common Terms and Phrases used in Business Communication</b>
<b>Occupation Specific Knowledge (trade theory) –Compulsory</b>		
		<b>Idioms and colloquial language used professionally</b>
		<b>Language to Avoid Hidden Negative Meaning</b>
		<b>Giving instructions politely</b>
		<b>Structure clear and concise Messages</b>
<b>Occupation Specific Skills(practical/demonstration)- Compulsory</b>		
		<b>Where and How to Send a direct message</b>
		<b>Writing Techniques to send Difficult Messages to Your Clients</b>

## Module 2: Influencing and negotiation techniques by means of business emails, proposals and reports

SI No	Unit Code	Unit of Competency (UoC) Title
<b>Occupation Specific Knowledge (trade theory) -Compulsory</b>		
		Ways to make a message formal
		Techniques to negotiate and persuade
		Phrases used for apologies and assurance
		Kind of words and phrases used to write to negotiate/persuade
		Saying 'No' in a positive manner
<b>Occupation Specific Skills(trade theory) –Compulsory</b>		
		Writing techniques to handle complaint/negotiation/persuasion email
		Structuring the Report
		Structuring a business proposal

## Module 3: Proficiency in Speaking Professional English

SI No	Unit Code	Unit of Competency (UoC) Title
<b>Occupation Specific Knowledge( Trade theory) -Compulsory</b>		
		Pre-requisites for a successful conversation
		Starting a conversation on a topic and switching to another
		Asking Questions
		Proper way of: <ul style="list-style-type: none"> <li>• Greetings</li> <li>• Apologizing</li> <li>• Empathizing</li> <li>• Showing gratitude/thanking</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Offering Assistance</b></li> </ul>
		<b>Maintaining professionalism by setting the right tone</b>
<b>Occupation Specific Skills(practical/demonstration)- Compulsory</b>		
		<b>Appropriate reply picking verbs from the questions</b>
		<b>Use of various adjectives</b>
		<b>Structuring a formal message:</b>
		- <b>Decide business situations where we can speak informally</b>
		<b>Identify and avoid using the words with hidden negative meaning</b>
		<b>Picking, discussing and correcting practical words and cases participants often have to use in their day-to-day business</b>

#### **Module 4: Developing Verbal/Non-Verbal Communication through Interpersonal Skills by means of Understanding Communication Behavior of Individuals**

<b>Sl No</b>	<b>Unit Code</b>	<b>Unit of Competency (UoC) Title</b>
<b>Occupation Specific Knowledge(trade theory)-Compulsory</b>		
		<b>Ways to be Competent to Develop Oneself</b>
		<b>Constructing Good Professional Relationships</b>
		<b>Creating Motivation in a Team through Effective Communication</b>
<b>Occupation Specific Skills(practical/demonstration)- Compulsory</b>		
		<b>Being able to Receive Messages by Identifying Body Language</b>
		<b>Shaping Your Perceptions in order to Comprehend Messages Appropriately</b>
		<b>Analyzing and Replacing “No” in statements</b>
		<b>Adopting Extrovert Approach by Leaving Open ended Statements/Questions: distinguish cases for suitability of open and close ended questions</b>
		<b>Making your Message Assertive</b>

		<b>Making the Point in Your Message in Few Words</b>
		<b>Overcoming Stress to Conquer Communication</b>
		<b>Identifying the Flaws to your Effective Listening</b>
		<b>Communication techniques for higher and lower tier</b>