

**K.L. University**  
**K.L.U. Business School**  
**BBA**

**SEMESTER II**

**Course Code: 11BB12K0**

**Course Title: ENGLISH LANGUAGE SKILLS -II**

---

**Detailed Curriculum:**

**Unit I: Advanced writing Skills:** Memo writing - Note taking - Note making - Paraphrasing-Ad-writing.

**Unit II: Appreciation:** Short story, Poem, Drama.

**Unit III: Business Reports:** Types of Reports - Structure of Reports and Proposals - Typical business reports.

**Unit IV: Business Ethics:** Corporate dressing -First Impression -Grooming Checklist-Dos and don'ts of clothing-Telephone etiquette.

**Unit V: Conversation Practice** - Explain your favorite dish - Conversation at a dinner - Making enquiries over telephone - Description of your garden at home - Ordering food at a hotel - Office conversations - Talking about weather.

**Recommended Text Book(s):**

1. English Conversation Practice-Grand Taylor

**Recommended Reference Books:**

1. Business Communication-Process& Product –Mary Ellen Guffey
2. The Definitive Book of Body Language-Allan and Barbara Pease