



SUKKUR INSTITUTE OF BUSINESS ADMINISTRATION
SUKKUR
DETAILED COURSE OUTLINE
 TOPICS TO BE COVERED IN EACH LECTURE
BUSINESS ENGLISH

Sessions	Chapter	Topics	Evaluation Instruments used
Sunday 1 Session 1,2,3	Presentation & Public Speaking	Speaking in Public Speaking to Inform Speaking to Persuade Speaking in Small Groups Using Language Using Visual Aids Using Power Point Organizing Speech	Practice Presentations Group Discussions
Sunday 2 Sessions 4 to 6	Interview Techniques	Introduction Body Language Interview problems Salary Negotiations Thank you Letter After thoughts	Practice Session (Practical Interviews)
Sunday 3 Sessions 7 to 9	Negotiation Skills	The nature of Negotiation Best Practices in Negotiation Be prepared, honest & open v/s Closed & Opaque Third Party to the Two Party Negotiation Process Having Conversation with Difficult People Continue to learn from your Experiences	Practical Negotiations
Sunday 4 Sessions 10 to 12	Meetings & Members Role	Meeting Organization & Agenda Setting; Minutes Making: Heading, Introduction, Attendees, Approval of Last Meeting Minutes, Time of Adjournment, Member's Role, Gatekeeper, Orientor, joker, Blocker, Information Seeker, Information Giver, Harmoniser, Encourager, Aggressor.	Practical Meetings
Sunday 5 Sessions 13	Business Vocabulary	Face to Face, Letters, Faxes & Emails, On the Phone, Summaries Notes & Reports, Work	Practical

to 15	& Business Correspondence	Together, Marketing, Sales & Negotiations Letters, Memos, Applications & Email Writing	Work
Sunday 6 Sessions 16 to 18	C.V & Covering Letter Writing	Chronological Resume, Functional Resume Key Resume Components Optional Resume Components Style Letter Essentials Introduction, Discussion, Conclusion	Practical Writing
Sunday 7 Sessions 19 to 21	Report & Proposal Writing	Organization, Development & Style Progress, Trip, Incident Reports. Title Page, Cover Letter, Table of Contents, Abstract for Executive Summary Introduction, Discussion, Conclusion. Glossary, Appendix	Practical Work
Sunday 8 Sessions 22 to 24	Editing, Proof Reading & Flier & Brochure Making	Editing for Grammar Check for Commonly Confused Words Check for Misspelling & faulty Capitalization Check for Correct use of Underlining & Italics Check for Typos Objectives Focus on One Idea Limit your Text Increase Font Size Use of Graphics; Color Finding the Right Phrase Recognizing your Audience Avoiding Grammatical Errors Title Page Certificates Distribution Ceremony	Practical Exercise



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DETAILED COURSE OUTLINE
TOPICS TO BE COVERED IN EACH LECTURE
GENERAL ENGLISH COMMUNICATION SKILLS

Sessions	Chapter	Topics	Evaluation Instruments used
Sunday 1 Session 1,2,3	Listening Skills & Speaking Skill	Causes of poor listening How to become a better listener Active Listening Skills Listening Techniques Discussions about The Listening Clips Presenting the Theme of Listening Clip Forming opinions about the Topic of Listening Fluency Development Exercise Vocabulary of Daily Usage	Practice Listening & Presentations
Sunday 2 Sessions 4 to 6	Listening Skills & Speaking Skill	Art of Speaking Speech Connectives Common Speech Phrases Speech Topics Pronunciation Accent Talking in Twos	Practice Session (Practical Speeches & Presentations)
Sunday 3 Sessions 7 to 9	Listening Skills & Speaking Skill	Listening Software to the Top Three (Three Units) Phonetics Group Discussions Role Playing Press Conference	Practice
Sunday 4 Sessions 10 to 12	Listening Skills & Speaking Skill	BBC News clips. Listening to General Discussion Programs. Debates Fluent Speaking Competition Presentation Skills	Practical Meetings

Sunday 5 Sessions 13 to 15	Reading & Writing Skills	<p>What is Reading Comprehension? What to Read? Why do we read? How do we read? Reading Techniques Sentence Types Simple Sentence Compound Sentence Complex Sentence Compound-Complex Sentence Conditional Sentences</p>	Practical Work
Sunday 6 Sessions 16 to 18	Reading & Writing Skills	<p>Reading for Comprehension (Passages from ‘Power Reading’) Reading for Tenses (12 tenses Application) Diary Writing (Free Writers’ Diary) Critical Thinking & Topic Development Writing About Persons, Films & Events Suffixes & Prefixes Pair of words</p>	Practical Writing
Sunday 7 Sessions 19 to 21	Reading & Writing Skills	<p>Newspaper Reading Newspaper Review Reading for Use of Correct Parts of Speech Critical Writing (Book, Picture, or Personality Review Writing)</p>	Practical Work
Sunday 8 Sessions 22 to 24	Assessme nt of all the four communi cations Skills	<p>Listening for Differentiating (Ideas, Theme, Purpose) Speaking about Sudden Situations (occurred in one’s life) Reading & Writing Competitions Certificates Distribution Ceremony</p>	