



Code	Subject Title	Cr. Hrs	Semester
ENG-222	English-IV (Business Communication-II)	3	IV
Year	Discipline		
2	Business Administration, Commerce		

Business Communication in Different Perspectives

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 3: Business Communication and the Global Context
- Chapter 4: Business Communication and the Ethical Context
- Chapter 5: Business Communication and the Technology Context.

Written Communication in Business

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 11: Short Reports
- Chapter 12: Long (Formal) Reports
- Chapter 13: Proposals.

Job Application Process

Recommended Reading:

Murphy, Herta A. *Effective Business Communication*. 7th Ed. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2009.

- Chapter 18: The Job Application Process - The Written Job Presentation
- Chapter 19: The Job Application Process - Interviews and Follow up

Vocabulary Building Skills

WORD ROOT METHOD Unit 12-17. Page No. 116-131.

Recommended Reading:

Idrees, Muhammad. *Guide for GAT General Test. Smart Brain GRE (General, Local)*. 2010-2011 ed. Lahore: Dogar Brother Publishers, 2010.