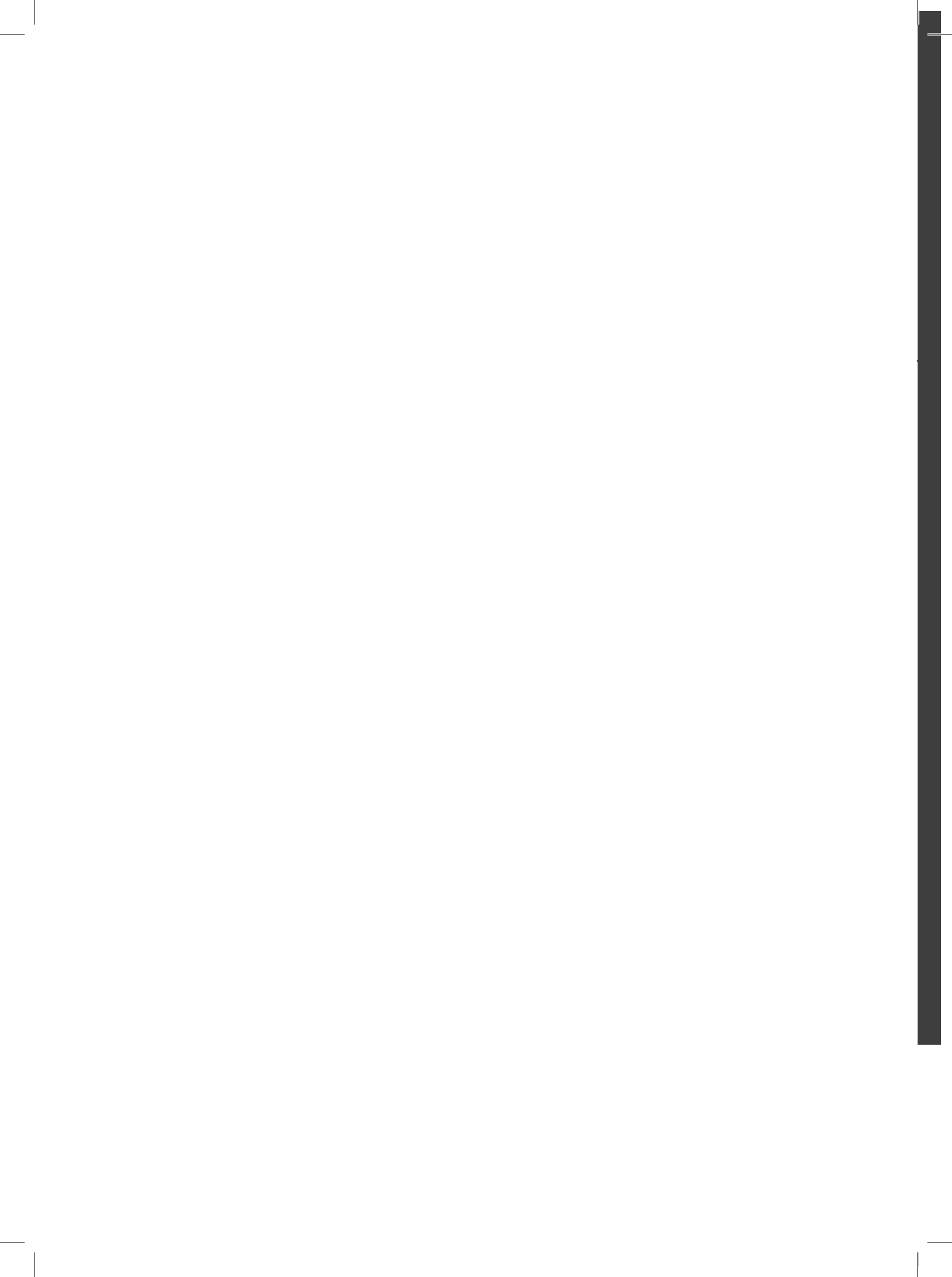


UBI 2022



English for Business Communication Textbook: 1st Edition



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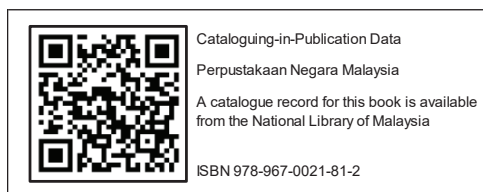


English for Business Communication Textbook: 1st Edition

Editors
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Lena Ramamurthy
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PREFACE

UBI 2022: English for Business Communication provides a comprehensive, integrated approach to introductory business courses in three different skills, including reading, writing, and speaking skills. This textbook aims to help students to develop the ability to read, write and speak effectively on topics in their field of interest, namely the field of business. It is to cater students who have passed UBI 1022 English II and/or students who scored MUET Band 3.

This book features chapters with the following elements:

- Course Learning Outcomes that cater all three skills.
- Comprehensive Exercises
- Step-by-step guidance
- Practical and real-world examples
- Useful phrases for business communication
- In-chapter practices and model tests

This textbook is designed to help students read simple factual texts related to business with a satisfactory level of comprehension, conduct real-life speaking and complete writing tasks to provide information on business-related topics appropriate for B1 that they are familiar with. Each chapter focuses on clear objectives and specific skills determined to give an overview of business communication that will be helpful to all students in developing practical communication skills.

Syakirah Shafien

Lena Ramamurthy

Nurul Aadilah Salleh

CHAPTER 1

READING SKILLS

1. Students are expected to show their ability to comprehend various text types at the CEFR B1 level.
2. This chapter will cover the following:
 - Skimming and scanning.
 - Extracting specific information.
 - Identifying the main ideas.
 - Identifying supporting details.
 - Identifying arguments.
 - Inferring and implying.

READING COMPREHENSION: AN OVERVIEW

Reading is one of the most fundamental skills a person can learn. Reading comprehension involves understanding what you are reading in a particular text, memo, and other pieces of information. For the reading to be compelling, it should be active, interactive and intentional. Students should be able to comprehend fully and derive meaning from the passages; thus, it is essential to develop good reading habits. Moreover, it can also help you become better educated, gain new skills, and meet your professional goals.

UNIT 1: SKIMMING

Skimming is a method of reading text that is only partially focused on the text itself. When you skim, you do not read every word. You focus on the main points, and you skim to see if there are any keywords or phrases that interest you. It takes place while reading and allows you to look for details in addition to the main ideas.