

They descend on Gujarat to learn business English

TIMES NEWS NETWORK

Ahmedabad: Twenty-five participants from various countries are pursuing a course on 'Use of English Language in Business Communication' at Entrepreneurial Development Institute (EDI) in the city.

The course has been funded by the Indian Technical and Economic Co-operation (ITEC), Government Of India. Participating countries include Cuba, Afghanistan, Armenia, Bangladesh, Cambodia, Ethiopia, Indonesia, Kenya, Kyrgyzstan, Lao PDR, Mongolia, Nepal, Myanmar, Palestine, Papua New Guinea, Sri Lanka, Syria, Tajikistan, Turkey and Uzbekistan.

The six-week course began on September 8. Participants of the course completed two weeks of classroom training and also went on a two-week field trip, they are still to complete the remaining two weeks of classroom training.

"The curriculum is divided into five modules which will introduce participants to finer aspects of communication and significance of English. Participants have covered topics like advanced language structures as used in tools of business communication, principles of modern business writing, organisational communication and conflict



Participants of the course at EDI

management," said Julie Shah, course director.

"There is also a special module on effective verbal and non-verbal communication. The course is not teach participants English but to teach them use of the language in effective business development," she adds.

The field trip included visits to Jaipur, Udaipur and Jodhpur. Participants were taken to various academic institutions and business schools and an industrial unit in Jodhpur. "The participants were taken to a steel plant as an industry visit to give them exposure to the Indian institutional set-up," said Shah.

On a special request by participants, the batch was also taken to Taj Mahal. The course will conclude on October 17.