

TODAY A READER TOMORROW A LEADER

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E-Newsletter



FORMING RESPONSIBLE LEADERS

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Instinctive Thoughts

English to Business English

“Now this is the transition that any student needs to make as they enter a B School”

“English has been the second language in all the phases of my education be it in school or college. Moreover, it isn't a new subject that I have to acquire as the entirely new subjects like financial management, strategy and branding etc. that I have to learn from basics. So, I can sail with my convent English and my spoken English” is what any student feels and thinks.

But fortunately or unfortunately English differs according to the context of its usage is what we need to make these students understand.

If one desires to become a business professional, then one needs to speak like one. There are phrases and words specifically used in business context. Some professionals even use business idioms to communicate their thoughts casually. If one fails to comprehend the subtle message behind these phrases, then there is possibility of you being left out of the conversation.

Knowing and using the appropriate business phrases and vocabulary would not only help you to communicate better but also get the attention of people and make people value your inputs.

Business English includes lots of expressions like ‘back to square one’, ‘by the book’, ‘in full swing’, ‘learn the ropes’, ‘red tape’, ‘take the bull by the horns’, and many more. We might have come across them or have never heard of such phrases. It depends on our exposure to the usage of such English or the environment in which we grew.

“So how do I get hold of them, Should I memorise 100 such vocabulary every day?” might be the question. Of course not. You cannot, if you do, you won't remember when required actually.

LISTEN, OBSERVE, IMITATE.... Follow these meticulously

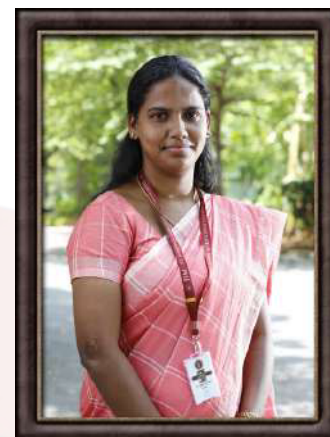
Business English Site - this website is an amazing starting place for learners of business English. It includes exercises for vocabulary training, grammar quizzes and listening and reading comprehension questions. These will improve your listening skills and also your general knowledge. It will surely help you develop your critical thinking skills and make you a proactive business learner.

Observe and Imitate the inputs you acquire from the exercises. Make a conscious effort of utilising them in your day to day conversations and you would see the transition.

Ms. Restina James
Assistant Professor, Business Communication
Chair Learning Academy

Testimonial

I am Subathra working as an Accountant in JIM. It is hard to believe that I work as the Accountant in such a reputed institution. Though I am good at accounts I am just a beginner yet, JIM management trusted me and gave this valuable opportunity. I am privileged to work and learn here. It gives me pride to be called as an employee of this Institution. The work atmosphere in JIM is very peaceful. There is a lot to learn from everyone here. My colleagues, professors and specially the fathers (Fr. Director and Fr. Administrator) have been my source of learning every day. Everybody is treated well and equal here. The management has extended its support to learners like me by providing educational support; I am doing an advanced course in Accounting. I am grateful to JIM. I pray that JIM becomes one of the top Best B-School of India in Future.



Ms. S. Subathra
Accountant

Alumni

I am really grateful to share my testimony. I have been in the Banking Industry for the past 13 years. This journey starts from the reputed Institution- JIM, where I did my master in business administration in the year 2007 - 2009. I belong to the pioneer batch (first batch of JIM). When I was pursuing my 1st year MBA, I was given a lot of chances to learn how to plan and shape my future career. I took part in a state level inter college competition and got the Best Manager Award -2008. This experience gave me the interest to join the Banking Industry. Before completing my MBA program I was able to get 5 Job offers from different companies, but I selected The Federal Bank . Presently I am heading the Rasipuram Federal Bank branch. I owe my skills and motivation to JIM.



Vijay Prabhu C
Branch Manager
The Federal Bank
Rasipuram Tamilnadu

Thanks to JIM for giving me this opportunity to express myself.