

Dr. G.R. DAMODARAN COLLEGE OF SCIENCE, COIMBATORE-14
(Autonomous, affiliated to Bharathiar University and recognized by the UGC)
(Re-accredited at the 'A' Grade level by the NAAC and ISO 9001:2008 Certified)

DEPARTMENT OF ENGLISH
Business Process Outsourcing - 400N
Effective from 2012-2013 for the Batch 2011 onwards
II year UG Syllabus - Semester IV

Objective of the course:

- Students will explore interpersonal communication, developing their speaking and listening skills, improving their "customer friendly" vocabulary, learning to handle conflict and diffuse difficult situations and understanding the basic psychology behind successful communication.
- Students will develop the skills of customer-focused sales including listening skills, professional sales techniques, negotiating, developing trust and handling objections.

Unit - I Introduction

- i. BPO Introduction - Limitations and Threats
- ii. Advantages and Disadvantages, Benefits

Unit - II Business Communication

- i. Self-Introduction - Expansion of ideas - Mini-Talks - Dialogue
- ii. Characteristics of Good Writing - Formal and Informal Letter Writing - E-Mail
- iii. Listening - Tips for being a good listener - How to improve listening

Unit - III Principles of Salesmanship

- i. Customer focused Sales - Professional Sales Techniques - Negotiating
- ii. Developing trust - Handling objections.

Unit - IV Telephonic Etiquettes

- i. How to attend a call - Common Telephone Courtesy Hints
- ii. How to answer Professional calls and attend calls for others - How to Improve your telephone etiquette

Unit - V Required skills in BPO

- i. Interpersonal communication skills
- ii. Customer service Representative Skills

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