

<b>Title of Course:- Business English Communication</b>		
<b>Nodal Department of HEI to Run Course:-</b>		
<b>Broad Area/Sector:- English Communication Skills</b>		
<b>Sub-sector:-</b>		
<b>Nature of Course:- Independent</b>		
<b>Name of Suggestive Skill Council:</b>		
<b>Aliened NSQF Level:</b>		
<b>Expected Fees of the Corse: -</b>		
<b>Stipend to Student Expected from Industry:-</b>		
<b>Number of Seats:-</b>		
<b>Course Code:-</b>		
<b>Maximum Marks: - 100</b>	<b>Minimum Marks:-</b>	<b>Credits:- 03 (01 Theory, 02 Practical)</b>
<b>Name of Proposed Skill Partner (Please specify, Name of Industry, Company etc. for Practical/Training/Internship/OJT):-</b>		
<b>Job Prospects-Expected Fields of Occupation where student will be able to get job after completing this course (Please specify, Name of Industry, Company etc. for Practical/Training/Internship/OJT):-</b>		

**Syllabus**

Unit	Topics	General/Skill Component	Theory/ Practical/ OJT/Intern- ship/Training	No. of Theory Hours (Total 15 Hours = 01 Credit)	No. of SkillHours (Total 60 Hours = 02 Credit)
I	Etiquette: Giving Requests, Advice, Recommendations, Office Regulations and Procedure: Work with a Client, Making Arrangements, Recruiting: Advertising, Interviewing, Vocabulary supplement on Office Equipment, Organising Presentations and Meetings: Preparation for Successful Presentation, Running a Meeting, Opening a Meeting, International Meetings, Samples of Invitation Letters, Evaluation of a Meeting.	Practical Assignments on Presentation, Practical Assignments on Running a Meeting, Practical Assignments on Opening and Controlling a Meeting, Practical Assignments on International Meetings, Writing Invitation Letters, Practical Assignments on Evaluating a meeting.		03	15
II	Office Writing: Letter Writing- Business Letter Format and Conventions, More Recommendations on Letter Writing, Memoranda- Writing Memoranda, Parts of a Memo, Memo samples, Reports, Emails, Social Media Messaging for Business.	Practical Assignments on Letter Writing- Business Letter Format and Conventions, etc, Practical Assignments on Writing Memoranda, Practical Assignments on Report Writing, Practical Assignments on Emails, Practical Assignments on Social Media Messaging for Business.	Practical Assignments on Business Letter Format and Conventions, etc, Practical Assignments on Report Writing, Practical Assignments on Social Media Messaging for Business.	06	15
III	Job: Advertisements, Applying for a Job, CV, Resume, Interview- Job and Responsibilities, Application Letters, Telephone, Curriculum Vitae, Application Form, Covering Letter, Resume, Interview	Making Assignments on Application letters, Mocks, Mock Telephonic conversations, CV writing assignments, Practical assignments, Practical Assignment on writing Covering Letters, Resume. Mock Interviews.	Writing Assignments, Mock Telephonic conversations, CV writing assignments, Practical assignments, Practical Assignment on writing Covering Letters, Resume. Mock Interviews.	06	30

**Suggested Readings:-**

Author's Name, Initials, "Book Title", Publisher name, City/country of publication, Year of publication. Edition No. if any.

1. Kenneth Roman, "Writing That Works: How to Communicate Effectively in Business", Collins Reference; 3<sup>rd</sup> revised edition (2000)
2. Richard Bayan, "Words that Sell", Mc Graw Hill Education; 2<sup>nd</sup> edition (2006)
3. Bryan A. Garner, "HBR Guide to Better Business Writing", Harvard Business Review Press; 41489<sup>th</sup> edition (2013)
4. Natalie Canavor, "Business Writing for Dummies", For Dummies; 2<sup>nd</sup> edition (2017)
5. Wilma Davidson, "Business Writing: What Works, What Won't", St Martin's Griffin; Revised edition (1994)
6. Natalie Canavor, "Business Writing Today: A Practical Guide",
7. William Strunk and E.B. White, "The Elements of Style", Penguin; Reprint edition (2007)
8. Christopher Goddard, "Business Idioms International (English Language Teaching)", Prentice-Hall (1993)
9. Delhi University, "Business English", Pearson Education; First edition (2008)

**Suggested Digital Platforms/Web Links for Readings:-**

Open Textbook Library - <https://open.umn.edu/opentextbooks/textbooks/8>

**Suggested OJT/Internship/Training/Skill Partner:-****Suggested Continuous Evaluation Methods:-**

Assignments, Group Discussions, Quiz, etc

**Course Pre-requisites:-**

- No pre-requisite required, Open to All.

**Suggested Equivalent Online Courses:-****Any Remarks/Suggestions:-****Note:**

- Number of units in Theory/Practical may vary as per need.
- Total Credits per Semester = 03 (It can be more, but students will get only 03 credits/ semester or 06 credits/year)
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)