**Delhi Skill and**

**Entrepreneurship University**

**English for Success(Business English Communication Skills)**

**(Diploma Courses)**

**Effective from Academic Year**

**2023-24**

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English Communication

**Program Information**

1. **Course Description**

In English Communication Skills I, students reviewed the fundamentals of English grammar and practiced the four communication skills, listening, speaking, reading, and writing. In English Communication Skills II, students put that practice to use by preparing and presenting group projects about their careers.

Now, in “Business English Communication Skills,” students receive additional training in skills such as CV and letter writing, interviews, and business etiquette in order to prepare them for life after college as successful employees and entrepreneurs. The course is arranged chronologically, leading students step by step through a virtual journey from job seeker, to job applicant, to job interviewee, before ending finally with their first days on the job.

As in English Communication Skills I and II, the pedagogical approach is interactive and hands-on, making use of role plays, mock interviews, presentations, and so on, to ensure that students are career-ready upon their diploma certification or graduation.

1. **Student Learning Outcomes**

At the end of this course, students should be able to:

1. Distinguish between hard and soft skills
2. Recognize the importance of good communication skills
3. Read and understand job advertisements
4. Complete / fill-in a job application form
5. Compose a resume / CV
6. Successfully perform all the stages of a first interview: greeting, self-introduction, questions, and farewell
7. Answer behavioral and non-traditional questions in a second interview
8. Successfully perform in a panel interview and group interview
9. Practice good workplace etiquette
10. Write effective business emails, memos, and letters
11. Write basic business notices, agenda, and minutes

**3. Required Textbook and Reference Material**

Not prescribed

**Required Readings**

1. *Developing Communication Skills* by Krishna Mohan and Meera Banerji, Macmillan India Ltd.
2. *Communication Skills* by Sanjay Kumar and Pushp Lata, Oxford University Press 2015.
3. *Communication Skills: A Workbook* by Sanjay Kumar and Pushp Lata, Oxford University

Press 2018.

1. *Spoken English: A Foundation Course for speakers of Hindi* (Part-2) by Kamlesh Sadanand and Susheela Punitha, Orient Blackswan.
2. *Functional English for Communication* by Ujjwala Kakarla, Tanu Gupta and Leena Pundir, Sage Publications India Pvt. Ltd.
3. Rani, N.K. Mohanraj, J& Babblleapati, *Speak Well*, Orient Longman 2012.
4. Aruna Koneru, *Professional Communication*, Tata McGraw Hill 2010.
5. *Spoken English* by R.K. Bansal, J.B. Harrison, Orient Longman.
6. *Practical Course in Spoken English* by J.K. Gangal, published by PHI Learning Pvt. Ltd., Delhi.
7. Rajendra, Paul *Essentials of Business English* (2008), Sultan Chand and Sons.
8. Krizan et al (2010), Effective Business Communication, Cengage Learning.
9. Penrose et al (2009), *Business Communication for Managers,* Cengage Learning.

13.Anderson, Marilyn, Pramod K. Nayar, and Madhuchandra Sen, *Critical Thinking, Academic Writing and Presentation Skills*, Pearson, 2010.

14. Effective English Communication by Krishna Mohan and Meenakshi Raman, McGraw Hill Education, 2000.

15. English Language Skills, a Practical Approach by Veerendra Mishra et al., Cambridge University Press, 2020.

16. *Practice Makes Perfect: English Conversation,* by Jean Yates, McGraw-Hill Education. 13. *English at Workplace*, by M.P.V Sanyal, Oxford University Press, 2007.

*17.Critical Thinking, Academic Writing and Presentation Skills* by Anderson, Nayar, and Sen. Pearson, 2010.

*18.Developing Communication Skills* by Mohan and Banerjee. Macmillan India Ltd.

*19.Effective English Communication* by Krishna Mohan and Meenakshi Raman, McGraw Hill Education, 2000.

*20.English Language Skills, a Practical Approach* by Veerendra Mishra et al. Cambridge University Press, 2020

*21Practical Course in Spoken English* by J.K. Gangal. PHI Learning Pvt. Ltd., Delhi.

1. *Practice Makes Perfect: English Conversation* by Jean Yates. McGraw-Hill, 2012.

*23.Professional Communication* by Aruna Koneru. Tata McGraw Hill, 2010.

*24.Speak Well* by Rani, Mohanraj, and Babblleapati. Orient Longman, 2012.

*25.Spoken English* by R.K. Bansal and J.B. Harrison. Orient Longman.

**Credit scheme**

|  |  |  |  |
| --- | --- | --- | --- |
| **Semester** | **Course Titles** | **Total credits** | **Hours** |
| 5 | English for Success(Business English Communication Skills) | 2 | 2 hours per week |

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English Communication

**Pedagogy & Teaching methodology**

The core focus of the English communication program must be to impart sound language skills, provide motivation, and give opportunities for more language use. Keeping this in the mind, the classrooms need to be more student-centric than teacher-centric. The approaches to teaching,

then, need to be more method-based and cooperative, giving students opportunities for expression and conversations amongst themselves. At this stage in the program our first aim is to encourage fluency and gradually move towards accuracy. Keeping this in mind, there is more focus in this syllabus on communication skills than teaching structures of the language. The students can learn from small exercises and projects that encourage self-learning and practice built into weekly feedback from the Faculty. The following breakup for teaching time is suggested:

Time spent on developing English competencies in Semester 1 and Semester 2:

|  |  |
| --- | --- |
| **Competencies** | **Time spent** |
| Applying for the Job ( Reading ,Writing) | 30% |
| Interviewing for the Job(Speaking, listening) | 30% |
| On the Job(Reading writing speaking listening) | 30% |
| Portfolio (Writing) | 10% |

**Semester 5**

**Objectives:**

**Applying for the Job:**

Students will:

● understand the difference between Hard Skills and Soft Skills.

● learn to read the job advertisements

● learn to complete the job application.

● understand and write a CV/Resume.

● understand and write a cover letter.

**Interviewing for the Job**

Students will:

● understand the stages of the First Interview

● learn to respond to behavioural and non-traditional question in the second interview less hesitation.

● understand to respond to panel interview and group interviews.

**On the Job**

Students will:

● understand workplace etiquettes

● learn to write business emails, letters and memos

● learn to write agendas and minutes of meetings efficiently.

**Portfolio Project**

Students will:

● learn to compose/create a personal portfolio

**Learning Outcomes:**

At the end of this course, students should be able to:

1. Distinguish between hard and soft skills
2. Recognize the importance of good communication skills
3. Read and understand job advertisements
4. Complete / fill-in a job application form
5. Compose a resume / CV
6. Successfully perform all the stages of a first interview: greeting, self-introduction, questions, and farewell
7. Answer behavioral and non-traditional questions in a second interview
8. Successfully perform in a panel interview and group interview
9. Practice good workplace etiquette
10. Write effective business emails, memos, and letters
11. Write basic business notices, agenda, and minutes

**Syllabus:**

1. Applying for Jobs

* Hard skills and Soft skill
* Making Importance of good communication skills
* Job search process .( Looking for Ad-Applying-Interview 1,2 &3)
* Understanding Job Advertisements.
* Job Application
* Resumes and CVs
* Cover Letters

2. Interviewing for the Job

* Introduction to the types of Interviews
* First Interview (Online or In person)
* Stages of First Interview(Tips)
* Greeting and small talks
* Self introduction
* First Interview Questions
* Questions for the Interviewer by the interviewee
* Farewell or leave taking
* Second Interview( Tips)
* Behavioural Questions
* Non -Traditional Questions
* Panel Interviews ( Format &Tips)
* Group Interviews (Format & Tips)

3. On the Job

* Workplace Etiquettes (General Tips)
* Business Emails & Memos
* Business Letters
* Agenda & Minutes

4. Portfolio Project

* The portfolio must contain
* Real advertisement of a job in their respective fields
* Completed job application form
* CV/Resume
* Cover letter

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