DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY

**COURSE OUTLINE**

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| **COURSE TITLE** | BUSINESS ENGLISH COMMUNICATION SKILLS |
| Course Code |  |
| Credits | TWO |
| Faculty Name | Dr. SAMPURNANANDA MISHRA; Dr. MINITI BINJU; Dr. VED KUMARI; Dr. SUBHASHISH BANERJEE; Ms. SUSHMITA BISWAS; Dr. SHALINI SHARMA |
| Program | ALL PROGRAMS FIFTH SEMESTER (DIPLOMA AND DEGREE) |
| Academic Year and Semester | 2023 - 2024 |

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 English for Success (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 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.

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

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

**4. Session Plan**

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| **WEEK / SESSION** | **TOPICS** | **READINGS /**  **RESOURCES** | **ACTIVITIES /**  **FUNCTIONS &**  **STRUCTURES** |
| Week 1  Part I:  Applying for the Job | English Communication Skills I and II Review   * Course introduction * Speaking and presentation tips review * “Tell Me About Yourself” (one-minute self-introductions) | * + PPT/HO: “Speaking and Presentation Tips”   + “Tell Me About Yourself” template | * Lecture/demonstration * Class discussion * Individual work * Group work * Full-class brainstorm: topics and format for a one-minute self-introduction * Individual work: sketching a self-introduction * Group work: one-minute self-introductions to small groups * Simple past, present, and future tense forms review |
| Week 2  Part I:  Applying for the Job | Job Search   * Hard skills vs. soft skills * Communication Skills * Job search process * Reading and understanding job advertisements: skimming, scanning, and lingo * Introduce Portfolio Creation here. | * + PPT/Handouts: “Hard Skills vs. Soft Skills”   + PPT/Handouts: “Communication Skills”   + PPT/Handouts: “Shell Energy Application Process”   + PPT/Handouts: Sample job advertisements from online or newspapers   + Sample Lesson Plan: “Hard Skills vs Soft Skills and Communication Skills” | * Class discussion * Group work * Pair work * Group work: identify hard skills vs. soft skills * Full class and group work: plot a typical job application process * Pair work: read and decode job advertisements * Words, phrases, and abbreviations used in job advertisements and job applications |
| Week 3  Part I:  Applying for the Job | Resumes and CVs   * Job applications * Resumes * CVs | * + Sample job applications, online and hardcopies   + Sample resumes and CVs   + PPT/Handout: “About Resumes”   + PPT/Handouts: “Types of Resumes”   + PPT/Handouts: “Bad Resume/Good Resume”   + PPT/Handouts: “Engineering Resume”   + PPT/Handouts: “About CVs”   + PPT/Handouts: “Sample Science CV”   + Sample Lesson Plan: “Job Application and Resumes”   + Sample Lesson Plan: “CVs” | * + Lecture/demonstration   + Individual work   + Pair work   + Pair work and individual work: complete basic job applications   + Class and group work: examine model resumes and CVs for content and format   + Individual work: compose a resume and/or CV   + Pair work: peer check/proofread resumes and CVs   + Words, phrases, and abbreviations used in job applications   + Words and phrases used in resumes and CVs |
| Week 4  Part I:  Applying for the Job | Cover Letters for CV   * Cover Letters | * + Sample cover letters   + PPT/HO: “Scrambled Cover Letter”   + PPT/HO: “Sample Cover Letter”   + PPT/HO: “Cover Letter Template”   + PPT/HO: “About Cover Letters”   + Sample Lesson Plan: “Cover Letters” | * + Lecture/demonstration   + Group wor   + Individual work   + Class and group work: examine sample cover letters for content and format   + Individual work: compose a cover letter   + Pair work: peer check/proofread cover letters   + Words and phrases used in resume cover letters |
| Week 5  Part II:  Interviewing for the Job | First Interview   * + Types of interviews   + Phone or video interviews   + First in-person interview   + Do’s and Don’ts for first interviews   + Stages of a first interview (online or in-person)   + Stage 1: Greetings and small talk | * + PPT/HO: “Tips for Video Interviews”   + PPT/HO: “Job Interview Do’s and Don’ts”   + PPT/HO: “Stages of a Job Interview” (5 pgs)   + Sample Lesson Plan: “First Interview” | * + Lecture/demonstration   + Individual work   + Pair work   + Group work   + Full-class activities   + Full-class brainstorm: Tips for video interview   + Line-up style activity for “greetings and small talk” practice |
| Week 6  Part II:  Interviewing for the Job | First Interview cont’d   * + Stage 2: Self-introductions   + Stage 3: First interview questions   + Stage 4: Questions for the interviewer   + Stage 5: Farewells | * + PPT/HO: “Stages of a Job Interview” (5 pgs)   + PPT/HO: “Self-Introduction Worksheet”   + Interview Question Cards   + Sample Lesson Plan: “First Interview” | * + Lecture/demonstration   + Individual work   + Pair work   + Group work   + Full-class activities * Individually, students write a self-introduction * Inner-outer circle practice (rotating pair work): Self-introductions practice * Group work/card game: First interview questions practice |
| Week 7  Part II:  Interviewing for the Job | Second Interview   * + Second interview format and tips   + Behavioral questions   + SARA template for answering behavioral questions   + Non-traditional second interview questions(eliciting creative response) | * + PPT/HO: “Second Interview”   + PPT/HO: “Behavioral Questions and SARA Template”   + PPT/HO: “Non-Traditional Interview Questions”   + Sample Lesson Plan: “Second Interview” | * Full-class work * Individual work * Pair work * Group work * Full class discussion of second interview, purposes and expectations * Full class demo of SARA template for behavioral questions * Individual work: students write answers to behavioral questions using SARA template * Pair work: students practice asking and answering behavioral questions * Group work: students practice asking and answering non-traditional questions |
| Week 8  Part II:  Interviewing for the Job | Panel and Group Interviews   * Tips for panel interviews * Panel interviews practice * Tips for group interviews * Group interviews practice | * + PPT/HO: “Panel Interview”   + PPT/HO: “Group Interview”   + Sample Lesson Plan: “Panel and Group Interviews” | * Full-class work * Group work * As class, students discuss purpose, format, and tips for Panel Interviews * In groups, students practice panel interviews * As class, students discuss purpose, format, and tips for Group Interviews * In groups, students practice group interviews |
| Week 9  Part III:  On the Job | Workplace Etiquette   * Business dress * Dealing with colleagues * Office communications * Office meetings * Workplace etiquette | * + PPT/HO: “Business Dress and Etiquette   + Sample Lesson Plan: “Workplace Etiquette” | * Full-class discussion * Group presentations on each of the sections of “Workplace Etiquette” (following Handout) |
| Week 10  Part III:  On the Job | Business Emails and Memos   * Purpose of business emails and memos * Parts of emails and memos * Types of emails and memos | * + *The Encyclopedia of Business Letter, Fax, Memos and Email* by Robert Fly   + *Writing Effective Letter,Memos and Email* by Arthur H. Bell   + Sample emails and memos   + Email and memo templates | * Full-class discussion * Pair work * Group work |
| Week 11  Part III:  On the Job | Business Letters   * Purpose of business letters * Parts of business letters * Types of business letters | * + *The Encyclopedia of Business Letter, Fax, Memos and Email* by Robert Fly   + *Writing Effective Letter,Memos and Email* by Arthur H. Bell   + *E-Writing: 21 Century Tools for Effective Writing* by Dianne Booher   + Sample business letters   + Business letter templates   + Scrambled business letters   www.writeitwell.com | * Full-class discussion * Pair work * Group work |
| Week 12  Part III:  On the Job | Agendas, and Minutes   * Purpose of notices, agendas, and minutes * Parts of notices, agendas, and minutes | * + *Writing Meeting Minutes and Agenda* by Heather Baker   + *Talking Minutes of Meetings* by Joanna Gutmann   + www.UoLearn.com, 2010   + Samples of notices, agendas, and minutes   + Templates for notices, agendas, and minutes | * Full-class discussion * Pair work * Group work |
| Week 13 | Portfolio   * Portfolio review * Portfolio check / revision * Portfolio final draft | Portfolio to include:   1. Job-related advertisement 2. Completed job application form 3. Resume or CV 4. Cover letter | * Full-class discussion * Individual work * Peer editing |

***NOTE****: Although this course is expected to follow the plan as shown above, the faculty reserves the right to adjust the plan as per needed.*

**6. Evaluation**

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| **COMPONENT** | **WEIGHTAGE** | **DETAILS** |
| Attendance + Class participation | 10% | Attendance and participation in class |
| LSRW Skills | 40% | Includes: skills practiced in applying for a job (reading and writing); skills practiced in interviewing for a job (listening and speaking); and skills practiced on the job (all skills) |
| Portfolio Project  (Mid-Sem Score) | 25% | Includes: Job-related advertisement; completed job application form; resume or CV; and cover letter |
| End-Semester  Examination | 25% | One Written Test: End-Semester Examination |

**7. Academic Integrity**:

* Please note that students involved in academic dishonesty will receive a **ZERO** grade on the particular component in which the infraction occurred.
* Academic dishonesty consists of misrepresentation by deception or by other fraudulent means. In an academic setting this may take the form of copying or use of unauthorised aids in tests, assignments, examinations, term papers, or cases; plagiarism; talking during in-class examinations; submission of work that is not your own without citation; submission of work generated by another person; aiding and abetting another student’s dishonesty; and giving false information for the purpose of gaining credits.

**8. No Network Policy**

* Students cannot operate any network enabled devices, such as cell phones, e-tabs, I pads or any other electronic network enabled devices inside the classroom during the sessions unless specifically instructed by the faculty. In case you are compelled to carry it in person, you may keep it in the switched off mode. Anyone found to operate such devices during the session timings will be penalized as per the rules. No discussion or negotiation will be entertained at all with respect to this.Line