

Course Code	ULE21AE1T	Course Name	<b>BUSINESS ENGLISH</b>	Course Category	AE	Ability Enhancement Course	L	T	P	C
							4	0	0	4
Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil					
Course Offering Department	English	Data Book / Codes/Standards			Nil					

Course Learning Rationale (CLR):	The purpose of learning this course is to,	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Understand the critical component for success in the workplace	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	develop a foundation for designing effective messages																		
CLR-3 :	Practice drafting and editing																		
CLR-4 :	Prepare clear, precise, readable written document																		
CLR-5 :	Learn to design documents to make information easily accessible																		
CLR-6 :	Make a executive-level reader																		
Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Fundamental Knowledge	Application of Concepts	Link with Related	Procedural Knowledge	Skills in Specialization	Ability to Utilize	Skills in Modeling	Analyze, Interpret Data	Investigative Skills	Problem Solving Skills	Communication Skills	Analytical Skills	ICT Skills	Professional Behavior	Life Long Learning
CLO-1 :	Conversant with the basic forms and formats of Writing	2	85	80	H	H	H	H	H	H	-	M	M	L	-	H	-	M	H
CLO-2 :	Techniques of Business Writing	3	85	80	L	H	H	H	H	H	-	M	M	L	-	H	-	M	H
CLO-3 :	To become a skilled writer	3	85	80	L	H	H	H	H	H	-	M	M	L	-	H	-	M	H
CLO-4 :	To Prepare precise business documents		85	80	L	H	H	H	H	H	-	M	M	L	-	H	-	M	H
CLO-5 :	Improve the Reading skills	3	85	80	L	H	H	H	H	H	-	M	M	L	-	H	-	M	H
CLO-6 :	Conduct business meetings	3	85	80	L	H	H	H	H	H	-	M	M	L	-	H	-	M	H

Duration (hour)		12	12	12	12	12
S-1	SLO-1	Introduction to Listening Skills	Introduction to Communication	Introduction to Writing Business Letters	Introduction to Report Writing	Importance of Business Meetings
	SLO-2	Listening Process	Internal Communication	Importance	Features of Good Report	Types of Business Meetings
S-2	SLO-1	Listening is not the same as Hearing	Stake Holders in Internal Communication	Difference between Personal and Business Letters	Purpose of Report Writing	Conducting Meetings
	SLO-2	Time Spent Communicating	Channels	Structure & Format	Differentiate between Business Report and Engineering report	Common Mistakes made at Meetings
S-3	SLO-1	Purpose of Listening	Internal Tele-Conversation	Types of Business Letters	Steps in Report Writing	Overcoming the mistakes in Meeting
	SLO-2	Principles of Listening	Self-Introduction	Writing E-Mails	Structure of a Report	Employment Communication
S-4	SLO-1	Classification of Listening	Seeking and Giving Information	Principles of E-mail	Types of Reports	Resume and its Contents
	SLO-2	Informational Listening	Giving Messages	E-mail Etiquette	Format of Reports	Types of Resumes
	SLO-1	Critical Listening	Expression of Gratification		Oral Communication Skills	



S-5	SLO-2	Therapeutic or Empathetic Listening		Overcoming problems in E-mail Communication		Reason for a Cover Letter to Apply for a Job
S-6	SLO-1	Other Listening Types	External Communication	Writing Memos, What is a Memo?	Oral Business Presentation	Format of Cover Letter
	SLO-2	Barriers to Effective Listening Process	Stake Holders	Principles of Precis Writing	Purpose, Audience, Locale	Types of Cover Letter
S-7	SLO-1	Categorization of Barriers to Communication	Channels of External Communication	Approaches to memo writing	Steps in Making a Presentation	Group Discussion
	SLO-2	How to resolve the barriers for communication?	Cross Organizational Video-Teleconferencing	Format of a Memo	Research and Planning	Understand the Nature of Discussion
S-8	SLO-1	Reading Skills	Briefing the Organization	Circulars	Structure and Style	Difference between Debate and Discussion
	SLO-2	Effective Reading Strategies - 1 to 5	Description of Product	Guidelines for writing Circulars	Preparation and Presentation	Ways to form and present the arguments
S-9	SLO-1	Effective Reading Strategies - 6 to 10	Description of Process	Format of Circulars	Delivering a Presentation	Ways to Defend
	SLO-2	Purpose of Reading	Description of Services	Notices- Purpose	Making the Self Presentable	Emotional Intelligence: Understanding
S-10	SLO-1	Types of Reading	Holding Meetings over Skype	Format of Notices	Dressing Sense	Understanding Individual Nature
	SLO-2	Techniques for Effective Reading	Communication Network: Scope	Important Points to Note in a Notice	Clear Voice - Dos and Dont's	Zohari Window Model
S-11	SLO-1	Improving Comprehension	Types of Communication Network	Writing Component: Preparing Emails	Planning &Analyzing	Encouraging Fellow Participants
	SLO-2	Reading Component- A Story of bankruptcy	Formal Communication Network	Preparing Memo	Structuring	Making Communication More Friendly
S-12	SLO-1	Reading Component- A Story of bankruptcy	Informal Communication Network	Preparing Circular	Managing Body Language	Knapp's Relationship Escalation Model
	SLO-2	Reading Component- A Story of bankruptcy	Conducting a Elevator Pitch Round	Preparing Notices	Managing Emotions	Convincing Others by using rhetorics

Learning Resources	1. Business English (English, Paperback, Delhi University) 2. Business English: A Complete Guide for All Business and Professional Communications Paperback – by PREM P.BHALLA . 3. Business English (English, Paperback, Geffner Andrea B.) 4. Speak Business English Like an American: (Book & Audio CD) Paperback –, 2014, by Amy Gillett (Author) 5. Practical English Usage, 4th edition: International Edition (without online access): English Paperback – 2017 by Michael Swan 6. Essential Business Words: ebook by Josef Essberger
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Learning Assessment											
Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%) #			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	30%	-	30%	-	30%	-	30%	-	30%	-
	Understand										
Level 2	Apply	30%	-	30%	-	30%	-	30%	-	30%	-
	Analyze										
Level 3	Evaluate	40%	-	40%	-	40%	-	40%	-	40%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
	1. Prof. Daniel David, Prof & Head, Department of English, MCC, Chennai	1. Dr. Shanthichitra, Associate Professor, & Head, Department of English, FSH, SRMIST
		2. Dr K B Geetha, Assistant Professor, Department of English, FSH, SRMIST