



Syllabus
Certificate in English for Business

**Approved by the Ad-hoc Board of Studies
of
COEMS, Department of Humanities
Mahatma Jyotiba Phule Rohilkhand University
Bareilly, (U.P.), India**

(With Effect from Session 2022-23)

Syllabus
Certificate in English for Business
SEMESTER-1

PAPER-1

Course Objectives:

- To make the students aware of fundamentals of English Language & Communication.
- To help them use appropriate business terminology while doing business communication.
- To train them of the techniques of making communication effective and impressive;
- To groom them into an expert in English language in oral as well as written used in Business world.
- To make them understand the role of Soft Skills and Nonverbal (Kinesics) behavior in Communication.
- To enhance their capacity and confidence for persuasive communication with the authorities and clients;

Learning Outcome: After the successful completion of the course students will be able to:

- Understand the need of English Language & communication in Business world as well as in their social, personal and professional life;
- Select and use suitable business vocabulary, phrases and sentences in communicating variety of information with soft skills;
- Able to use variety of forms/formats and techniques required in different levels of communication;
- Maintain congruity between verbal and nonverbal communication and avoid miscommunication/ Barriers;
- Persuade customers and negotiate business professionals.

Course Contents:

Module	Course Topics	Total Hours	Credits
I Business English	English Language and Business, English in BusinessWorld, Words, Jargons, Phrases and Sentences used in Business; English; Greetings & Expressions used while organising a Meeting, dealing a Client/Customer; Writing User Manual, Tips of Advertising, Attention line, Product description, Minutes of Organising Public and official programs, Writing Invitations.	8	3
II Fundamentals of Communication :	Communication: Definition, Nature, Origin, Scope, Features and Process of communication; Channels, Feedback; Types of Communication: Verbal and Non-Verbal, Formal and Informal, Oral & Written Communication, Business, Technical and general Communication; Levels of Communication: Extra-personal, Intra-personal, Interpersonal, Organisational, Grapevine, Group and Mass Communication; Language as a tool of communication; The Flow of Communication: Vertical (Upward and Downward), Lateral or Horizontal and Diagonal;	8	3
III Barriers to Communication	Miscommunication/ Barriers to Communication: Definition; Types: Physical, Semantic, Psychological, Extra-personal, Intra-personal, Interpersonal, Cultural and Organizational barriers, Remedies to overcome Barriers.	8	2
IV Employability & Behavioural Skills	Types of Letters: Applications, Inquiry, Quotation & Reply Letters, Letters for Placing & Fulfilling Orders, Complaint, Claim & Adjustment Letters; Job Letters: Cover letters, Resume/ C V; Soft and Sweet Spoken, Business Etiquettes, Customer Dealing, Tips for Good Listening and Effective Responses; Attempting Cultural and Religiously Neutral Sentences;	8	2

V Presentation Strategies	Presentation Strategies Purpose, Scope, Understanding Audience & Locale, Organizing contents, Audio-Visual Aids; Role of Kinesics and Paralinguistics; Modes of Presentation: Manuscript, Impromptu, Memorization, Extempore; Preparing for Individual& Official Speech	8	2
		40	

Text books:

1. Minakshi Raman et al. Technical Communication, New Delhi: Oxford University Press, 2014.
2. Singh, R.P. Functional Skills in Language & Literature, New Delhi: Rupa, 2007.

Reference Books:

1. Sharma, Sangeeta et al. Communication Skills for Engineers and Scientists, New Delhi: PHI, New Delhi, 2009.
2. Shukla, Aditya. Professional Communication, Pune: Technical Publications, 2013.

PAPER-2: LAB

Objectives:

- To develop skills like effective communication, team spirit, presentation, interpersonal skills, and corporate etiquette.
- To improve the diction and pronunciation of the students.
- To impart training and confidence for public speaking.
- To enhance the overall personality of the learner.

Expected Outcomes:

After the completion of these activities, the students will be:

- Confident enough to give presentation, deliver speech, and communicate effectively.
- Able to speak and articulate English Language correctly with right intonation and diction.

- Recognize and explore leadership quality within them.

LIST OF ACTIVITIES

Module	Topics	Contents	NO of Lectures	Credits
1	Greetings and Introducing Oneself	How to Initiate Communication, Ice Breaking, How to Introduce Oneself (to friends, Interview Panels, National and International Platform)	2	1
2	Phonetics & Pronunciation	IPA, Phonetic Sounds, Checking pronunciation from Dictionaries	2	
3	Practicing Imperative Sentences	Making Request, Suggestions, Commands, Asking for help, Support etc.	1	
4	Addressing Audience with personal views	Introduction and Presentation on the topic of one's own choice standing at podium	2	
5	Situational Conversation	At Hotel, At Restaurant, At Airport, At a Corporate Office	2	
6	Organising Meetings	Essentials of Meeting, Meeting Etiquettes, Tips and practice of Business Meetings, Official Meetings	2	
7	Public Communication Skill	Objective and Scope of Group Discussion, Tips for GD, Group Discussion on current burning topics/ Issues	2	
8	Body Language	Kinesics, Proxemics and Paralinguistic Features.	1	
9	Mock Interview	Interview Etiquettes, Dressing Sense, Body Language, Confidence Boosters, Practice of appearing and taking Interviews	1	
			15	

Text books:

1. Minakshi Raman et al. Technical Communication, New Delhi: Oxford University Press, 2014.
2. Monippally, Matthukutti M. Business Communication Strategies. Tata McGraw-Hill
3. Business Communication. Tata McGraw-Hill
4. Singh, R.P. Functional Skills in Language & Literature, New Delhi: Rupa, 2007.

Reference Books:

1. Sharma, Sangeeta et al. Communication Skills for Engineers and Scientists, New Delhi: PHI, New Delhi, 2009.
2. Shukla, Aditya. Professional Communication, Pune: Technical Publications, 2013.

PAPER-3**Field Work/ Internship/ Mini Project**

Note: The Coordinator or concerned faculty will assign the mini project on field basis to develop practicality of business skills in students and will ask for continuous preparation of Reports of each task and submit the same in the end of the semester before the due date.