

Certificate Course in Business English



Sadakathullah Appa College (Autonomous),
Reaccredited by NAAC at an A Grade & An ISO 9001: 2015 Certified Institution
Rahmath Nagar, Tirunelveli - 627 011



**The UG Department of English
(Unaided)
Certificate Course on
Business English**

Instructional Design

**This Course is of twelve month duration
which includes Theory classes and Practical
sessions.**

Scope of the Course

Job Opportunities

Learners' efficiency is improved
Learners can become translators
Helps the learners to acquire
English for Business/Academic
purposes

DEPARTMENT OF ENGLISH

Certificate Course in Business English

PAPER-1	A BASIC COURSE IN ENGLISH GRAMMAR	18NENC11
Total Hrs: 45	Hrs./Week : 2 Hrs/ Unit : 9	Credits: 3

Unit – I

Tense and Concord (Pages 1 – 30)

Unit – II

Types of Question (Pages 62 – 74)

Unit – III

Common Errors in English

Dialogue Writing (Pages 88 – 115)

Unit – IV

Hints Development

Rearrangement of Sentences (Pages 120 – 128)

Unit – V

Letter Writing

Précis Writing (Pages 129 – 142)

Text book:

Ganesha, M. Karthigai. Enrichment of English for Career Development. Chennai: New Century Book House Pvt. Ltd. 2015.

PAPER-2	A COURSE IN BUSINESS COMMUNICATION	18NENC12
Total Hrs: 45	Hrs./Week : 2	Hrs/ Unit : 9
		Credits: 3

Unit – I

Introduction to Business Communication

Communications in Organizations

Unit – II

E-mail Communication

Non-verbal Communication

Unit – III

Effective Listening

Making Presentations

Unit –IV

Audio- visual Aids

Interview Techniques

Unit – V

Group Discussion

Preparing an Effective CV

TEXTBOOK:

Juneja, Om P & Aarati Mujumdar. Business Communication: Techniques and Methods. Hyderabad: Orient Blackswan. 2010.

PAPER-3	A PRACTICAL COURSE IN BUSINESS ENGLISH	18NENCP1
Total Hrs: 30		Credits: 2

Objectives:

- 1. To communicate in English for Business purposes.**
- 2. To develop the arguing capacity of students.**
- 3. To sensitize students about Group Discussions.**

Unit I

AVSEQ01.DAT

AVSEQ02.DAT

Unit II

AVSEQ03.DAT

AVSEQ04.DAT

Unit III

AVSEQ05.DAT

AVSEQ06.DAT

Unit IV

AVSEQ07.DAT

AVSEQ08.DAT

Unit V

AVSEQ09.DAT

AVSEQ10.DAT

SOURCE:A Set of Business English Videos introduced by the British Broadcasting Corporation for teaching Business English.



Sadakathullah Appa College (Autonomous)

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Certificate Course in Business English

Offered by Department of English

Upon completion of the Course students will be able to:

- Understand the nuances of Business English.
- Distinguish the vocabulary, style and format used in Business English and day-today English.
- Apply their knowledge and skills acquired by means of this course in their careers to make it prolific.
- Analyse their shortcomings in terms of proficiency in Business English so as to equip themselves to master Business English.
- Find errors in the actual use and context where Business English is used and further to develop their knowledge accordingly.