

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – First (Semester –1) (W.E.F. Academic Year 2017-18)

Subject Name: BUSINESS ENGLISH (BE)

Subject Code: 2517101

1. Course Objective:

- (a) To equip the students with the ability to write effectively in English language.
- (b) To equip the students with basic knowledge of English Grammar and its usage.
- (c) To enable students to draft important documents.

2. Course Duration: The course duration is of **45 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	ENGLISH GRAMMAR -Tenses -Conjunctions - usages of (although, though, even though, in spite of , despite, as well as, incase, unless, as long as, as if, for) -Prepositions -Voices (Passive & Active) -Direct and Indirect speech -Punctuations	12	21
II	COMPOSITION & COMPREHENSION -Paragraph Writing, Precis-Writing -Reading Comprehension	10	14
III	CORRESPONDENCE AND REPORT WRITING	13	21

	-Format of Letter Writing & Types of business letters -General Formal Letters – Inquiry letter & its reply, Order letter & its reply, Sales letter, Memo, Covering & Job application letters, Practice for writing REPORT WRITING -Format of Report Writing -Short & Long reports -Writing Business Proposals		
IV	BASIC COMMUNICATION SKILLS Listing Reading Speaking Writing	10	14
V	Practical: Application of module 1 to 4 with writing practice Writing Business letters, Report-writing, Writing persuasive business proposals, Paragraph-writing, Precis-writing		Internal evaluation (30 marks of CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions
- (b) Activities/Quiz/Class participation

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Assignments/Quiz/Class	(Internal Assessment- 50 Marks)
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	participation, etc.	
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Murphy	R. Intermediate English Grammar. New Delhi: Cambridge University	Indian Reprint	2005
2	Rajendra pal, J S Korhalli	Essentials of Business Communication	S Chand & Sons	11 th edition
3	Aruna Koneru	Professional Communication	Mc Graw Hill	Latest Edition
4	Bolton, David.	English Grammar in Steps.	New Delhi: Orient Longman,	2008
5	Cowan, Ron.	Teachers Grammar of English.	New York: CUP	2008
6	Monippally	Business Communication Strategies	Tata McGraw Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

Journals of Business English or Communication

8. Session Plan: (45 sessions of 60 minutes)

Session Nos.	Topics to be covered
1-3	Introduction to English grammar, Tenses
4-5	Conjunctions - usages of (although, though, even though, inspite of , despite, as well as, incase, unless, as long as, as if, for)
6-8	Prepositions, Voices (Active & passive)
9-12	Direct & Indirect speech, Punctuations

12-15	Paragraph-writing
16-18	Precis-writing
19-22	Reading Comprehension
22-26	Format of Letter Writing, Types of business letters, General Formal Letters – Inquiry letter & its reply, Order letter & its reply, Sales letter
26-29	Memo, Covering & Job application letters, Practice for writing
30-35	Format of Report Writing, Writing Short & Long reports, Writing Persuasive Business Proposals
36-40	Basic Communication Skill: Listing & Reading
41-45	Basic Communication Skill: Writing & Speaking