

ADD - ON COURSE

PG DEPARTMENT OF ENGLISH

Mastering Business English

2022-2023

Naipunnya[®]

To reach the unreachable



Addon course 22-23

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

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**NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY,
PONGAM, KORATTY EAST**

No: NLA/ AOP /02/2022-23

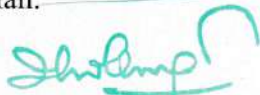
Date: 12-09-2022

Circular

The Add-on Program NLA 1AOP02 Mastering Business English for the students of 1 Semester BCom Finance B, BCom Co-op and BCom CA will commence from 19-09-2022.

Add on Course Code : NLA1AOP02
Name of the Add on Course : Mastering Business English
Name of the provider : PG Department of English
Venue: : Class rooms

All students are expected to participate in the Add-on program without fail.


Fr. Dr. Paulachan K.J
Principal



REPORT ON THE ADD ON COURSE OFFERED BY THE

PG DEPARTMENT OF ENGLISH

Mastering Business English

Add-on programmes help students gain more knowledge and skills to improve their performance at work. These programmes increase your chances of getting a job and a lucrative career. Along with improving your professional skills and knowledge, your confidence gets boosted and it reflects in your personality. The extra classes will improve the students' portfolios and provide the necessary abilities for them to begin working immediately upon graduation or doing freelance work. Keeping this in mind, a Mastering Business English course (NLA1AOP02) was offered to the students of I Semester B. Com Finance B, B. Com Co-op and B. Com CA this academic year (2022-23). The sessions were held offline in the respective classes from September 19- October 19. Theory and Practical sessions were held on the four basic skills of communication: Reading, Writing, Listening and Speaking. The course proved to be very informative and useful for the students.

Prepared by,


Ms. Annie Sebastian

(Asst. Professor)

Verified by,


Ms. Grace Benny

 (HOD, PG Dpt of English)

Approved by,


Rev. Fr. Dr. Paulachan K. J.

(Principal)



BROCHURE

 **NAIPUNNYA INSTITUTE OF MANAGEMENT
AND INFORMATION TECHNOLOGY [NIMIT]**
(Affiliated to the University of Calicut, Accredited by NAAC with B++, ISO 9001-2015 Certified)
Pongam Koratty East, Thrissur District, Kerala State, India, Pincode 680 308

PG DEPARTMENT OF ENGLISH
PRESENTS

MASTERING
Business
ENGLISH

2022-23

FOR

**1ST B.COM FINANCE B, B.COM CO-OP,
B.COM CA**

**STARTS SEPTEMBER
19TH**



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Syllabus

Code- MASTERING BUSINESS ENGLISH (NLA1AOP02)

No. of sessions: 30

Eligibility: Plus 2/ Grade 12

Course Objectives
1. The course aims to help students master the principles of effective business communication, including written, spoken, and non-verbal communication.
2. This course will expand students' business vocabulary and familiarize them with industry-specific terminology.
3. Understanding the cultural nuances of business communication is vital in a globalized world.
4. The course will provide students with the tools and techniques necessary for successful negotiation and persuasion in a business context.
Course Outcomes
CO1: Students will be able to communicate effectively in a professional business environment.
CO2: Students will have significantly expanded their business vocabulary and will be comfortable using industry-specific terminology.
CO3: Students will be sensitive to cultural nuances, fostering better global business relationships.
CO4: Students will be proficient in the art of negotiation and persuasion, possessing the skills to advocate for their interests and reach mutually beneficial agreements.

CO-PO/PSO Mapping

PO→ CO↓	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	1	3	0	1	0	3	3	0	0	1	1	1
CO2	2	3	1	2	0	1	0	3	3	0	0	1	0	3
CO3	1	3	2	2	0	1	0	3	3	0	1	3	2	3
CO4	2	3	2	2	0	1	0	3	3	0	1	3	2	1

COURSE DESCRIPTION:

A. COURSE SUMMARY:

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Module 1: 5 hrs
Module 2: 5 hrs
Module 3: 10 hrs
Module 4: 10 hrs

Total: 30 hrs

COURSE DETAILS:

Module 1: Foundation of Business English

- **Introduction to Business English**
 - Understanding the importance of Business English
 - Differentiating between general and business English
- **Business Vocabulary and Terminology**
 - Expanding business vocabulary
 - Learning common industry-specific terms
- **Basic Business Communication**
 - Writing effective business emails
 - Proper business etiquette

Module 2: Written Business Communication

- **Business Writing Style**
 - Developing a professional writing style
 - Understanding tone and formality in business writing
- **Business Reports and Proposals**
 - Structuring and formatting business reports
 - Writing persuasive business proposals
- **Effective Business Letters**
 - Crafting formal business letters
 - Writing cover letters and recommendation letters

Module 3: Verbal Communication and Presentation Skills

- **Effective Verbal Communication**
 - Improving pronunciation and accent
 - Practicing active listening skills



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- **Business Meetings and Negotiations**
 - Participating in and leading business meetings
- **Business Presentations**
 - Structuring and delivering impactful business presentations

Module 4: Cross-Cultural Communication

- **Cultural Awareness in Business**
 - Understanding cultural differences in communication
 - Avoiding cultural misunderstandings
- **Adapting to Different Cultures**
 - Tailoring communication to specific cultures
 - Navigating cross-cultural business relationships
- **Managing Global Teams**
 - Communicating and leading teams across different time zones and cultures
 - Resolving conflicts in a global team setting

Reference Books

1. "Business Vocabulary in Use" by Bill Mascull
2. "Effective Business Writing: A Guide For Those Who Write On The Job" by Maryann V. Piotrowski:
3. "Cross-Cultural Business Behavior: A Guide for Global Marketing and Sales" by Richard R. Gesteland



Add-on Time Table 2022-2023

Mastering Business English

Monday – 8: 15 a.m. – 9:15 a.m.

Class	Faculty
I Sem B.COM F (B)	MS. Eva Benny
I Sem B.Com Cop	Ms. Lekha Willy
I Sem B.Com CA	Ms. Emil George

Tuesday- 8: 15 a.m. – 9:15 a.m.

Class	Faculty
I Sem B.COM F (B)	MS. Eva Benny
I Sem B.Com Cop	Ms. Lekha Willy
I Sem B.Com CA	Ms. Emil George

Wednesday- 8: 15 a.m. – 9:15 a.m.

Class	Faculty
I Sem B.COM F (B)	MS. Eva Benny
I Sem B.Com Cop	Ms. Lekha Willy
I Sem B.Com CA	Ms. Emil George



Thursday- 8: 15 a.m. – 9:15 a.m.

Class	Faculty
I Sem B.COM F (B)	MS. Eva Benny
I Sem B.Com Cop	Ms. Lekha Willy
I Sem B.Com CA	Ms. Emil George

Friday- 8: 15 a.m. – 9:15 a.m.

Class	Faculty
I Sem B.COM F (B)	MS. Eva Benny
I Sem B.Com Cop	Ms. Lekha Willy
I Sem B.Com CA	Ms. Emil George



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PHOTOGRAPHS



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Syllabus Setting



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PUPILS ATTENDANCE REGISTER OF *Class Co-ops 22-23* SCHOOL

Admin. No.	Sl. No.	NAME	Days																			
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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PUPILS ATTENDANCE REGISTER OF *B.Com CA 2022-23* SCHOOL

Admission No.	SI No	NAME	Days							Date
			1	2	3	4	5	6	7	
1		Abha Jee Jee								
2		Abhinav Jain Manish								
3		Abhi Sree								
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Date	Total Fee				Date of Payment	Amount Paid	Balance
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Certificates



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This is to certify that

ABHITH B

has successfully completed the
Add-on Programme of 30 hours on
Mastering Business English
organised by the PG Department of English
during the academic year 2022-23.



Fr. Dr. Paulachan K J
Executive Director & Principal



Dr. Purnima S
HoD, PG Dept. of English





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This is to certify that

A ANAND

has successfully completed the
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during the academic year 2022-23.



Fr. Dr. Paulachan K J
Executive Director & Principal



Dr. Purnima S
HoD, PG Dept. of English



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Add on course Feedback form

NLA 1AOP-02 Mastering Business English 2022-23

Name : Alex Francis

Programme: B.com COP

1. How has the course helped you to improve your communication skills?

It helped me to improve my communication skill and the fluency in speaking.

2. Were the instructional materials useful to you?

The instructional materials were very useful to me

3. Do you think the course will help you to develop professionally?

Yes, definitely this course will help us to develop or improve our communication skill professionally

4. Has it helped you to solidify the concepts of English grammar?

It helped me to solidify the concepts of English grammar

5. Rate your overall experience of the course.

I rate 5 out of 5 because it was very usefull to me

6. Suggestions, if any

No, Its perfect for me



Add on course Feedback form

NLA 1AOP-02 Mastering Business English 2022-23

Name: *Fathima Hama PF*

Programme: *B Com Cop*

1. How has the course helped you to improve your communication skills?

*The course improved my speaking skills.
New words were taught to us.*

2. Were the instructional materials useful to you?

*Yes. The materials were useful and
informative.*

3. Do you think the course will help you to develop professionally?

The course will help us professionally.

4. Has it helped you to solidify the concepts of English grammar?

Yes. The course made the concepts clear.

5. Rate your overall experience of the course.

8/10.

6. Suggestions, if any

Nil.



Add on course Feedback form
NLA 1AOP-02 Mastering Business English 2022-23

Name : Adarsh P.M

Programme: B.Com FCB

1. How has the course helped you to improve your communication skills?

It helps to built my Personality

2. Were the instructional materials useful to you?

Yes, they were

3. Do you think the course will help you to develop professionally?

Yes

4. Has it helped you to solidify the concepts of English grammar?

Yes, the level of Grammar were Useful

5. Rate your overall experience of the course.

8.5/10

6. Suggestions, if any

Nil



Add on course Feedback form

NLA 1AOP-02 Mastering Business English 2022-23

Name: *Anyana V.P*

Programme: *B.com + B*

1. How has the course helped you to improve your communication skills?

It helped me to improve my vocabulary and confidence

2. Were the instructional materials useful to you?

Yes. The materials were very useful.

3. Do you think the course will help you to develop professionally?

Yes.

4. Has it helped you to solidify the concepts of English grammar?

Yes. I understood all the concepts.

5. Rate your overall experience of the course.

7/10

6. Suggestions, if any

More practical lessons should be added



Add on course Feedback form
NLA 1AOP-02 Mastering Business English 2022-23

Name : *G. Gowtham Krishna*

Programme: *B.Com CA*

1. How has the course helped you to improve your communication skills?

It helped me to improve my confidence

2. Were the instructional materials useful to you?

Yes

3. Do you think the course will help you to develop professionally?

Yes, increased my language level

4. Has it helped you to solidify the concepts of English grammar?

Yes

5. Rate your overall experience of the course.

8/10

6. Suggestions, if any

Nil

