

ADD ON COURSE

PG DEPARTMENT OF ENGLISH

BUSINESS ENGLISH EXPERTISE

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 /05/2022-23

Date: 12-09-2022

Circular

The Add-on Program NLA 1AOP05 Business English Expertise for the students of 1 Semester BBA will commence from 19-09-2022.

Add on Course Code : NLA 1AOP05
Name of the Add on Course : Business English Expertise
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
BUSINESS ENGLISH EXPERTISE**

Add-on programs are extra courses or activities that help students learn more skills and knowledge, making them better at their jobs. These programmes increase the chances of getting a job and a lucrative career. Along with improving the professional skills and knowledge, the confidence gets boosted and it reflects in the personality. The additional courses will enhance the students' portfolios and help them gain the appropriate skills needed to start working soon or freelancing after graduating. Keeping this in mind, a Business skill Expertise course (NLA 1AOP05) was offered to the students of I Semester BBA this academic year (2022-23). The sessions were held offline in the respective class rooms from 19th September -19th October. 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.

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Prepared by,


Ms. Annie Sebastian
(Asst. Professor)

Verified by,

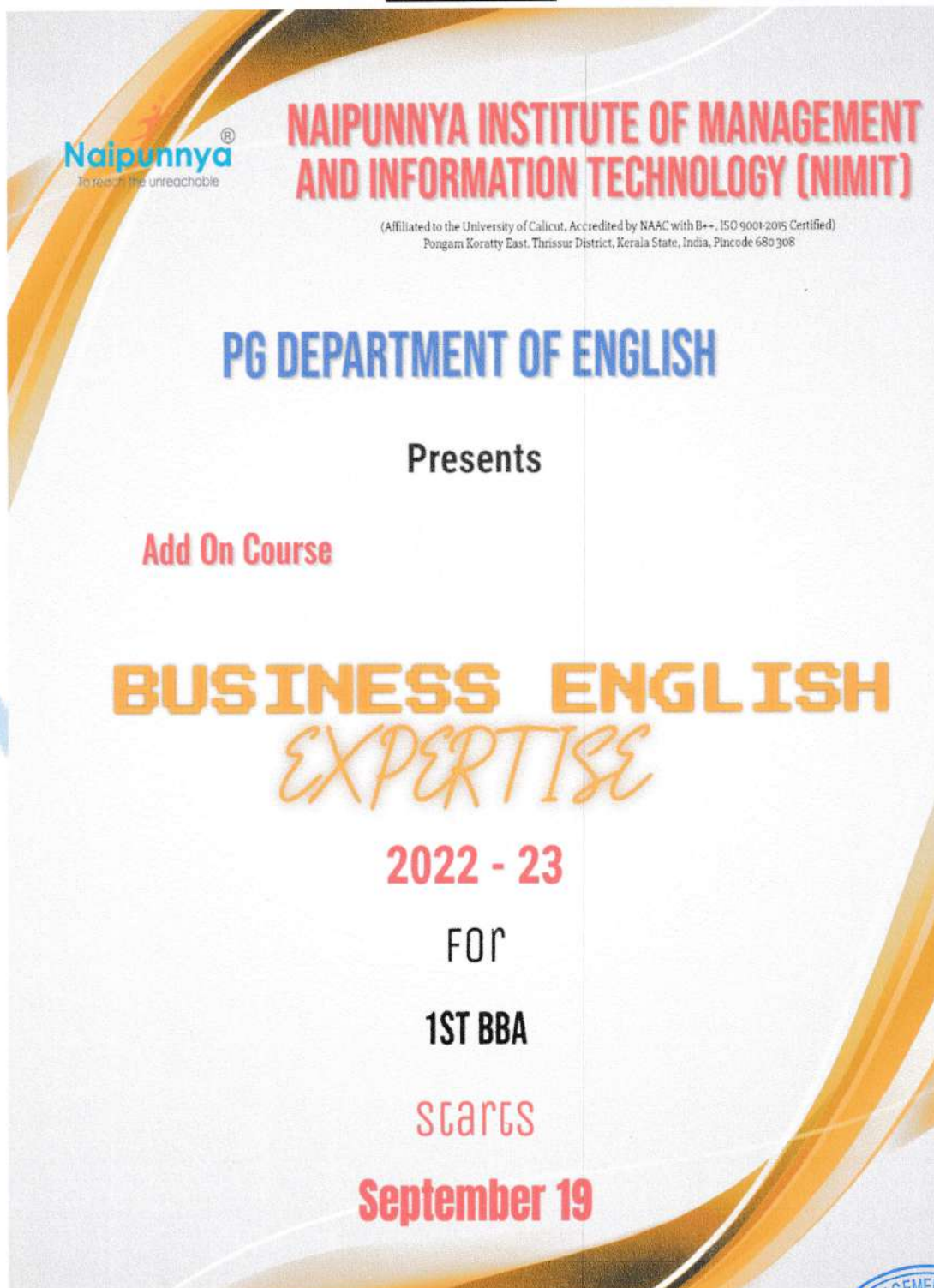

Ms. Grace Benny
(HOD, PG Dpt of English)


Approved by,


Rev. Fr. Dr. Paulachan K. J.
(Principal)



BROCHURE



**NAIPUNNYA INSTITUTE OF MANAGEMENT
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Pongam Koratty East, Thrissur District, Kerala State, India, Pincode 680 308

PG DEPARTMENT OF ENGLISH

Presents

Add On Course

BUSINESS ENGLISH
EXPERTISE

2022 - 23

FOR

1ST BBA

STARTS

September 19

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Syllabus

Code- (NLA 1AOP05) BUSINESS ENGLISH EXPERTISE

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 business communication essentials.
3. Understanding the cultural nuances of business communication in a globalized world.
4. The course will provide students to enhance business writing skills.
Course Outcomes
CO1: Students will be able to communicate effectively in a professional business environment.
CO2: Students will be of the course will demonstrate proficiency in composing professional business documents, including emails, reports, and proposals, using clear and concise language.
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:

Module 1: 5 hrs

Module 2: 5 hrs

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Module 3: 10 hrs

Module 4: 10 hrs

Total: 30 hrs

COURSE DETAILS:

1. Module 1: Business Communication Essentials

- Effective business writing: emails, memos, and reports
- Professional telephone etiquette
- Business vocabulary and jargon
- Business presentation skills

2. Module 2: Negotiation and Business Meetings

- Vocabulary for negotiations and agreements
- Business meeting etiquette and protocols
- Conducting effective business meetings
- Cross-cultural communication in business

3. Module 3: Business Correspondence and Documents

- Business letters and formal correspondence
- Creating business proposals and business plans
- Writing resumes and cover letters
- Legal and financial documents

Reference Books

1. "Business Vocabulary in Use" by Bill Mascull
2. "Effective Business Communication" by Herta A. Murphy and Herbert W. Hildebrandt



Add-on Time Table

Business English Expertise

Monday - 8: 15 a .m. – 9: 15 a. m.

Class	Faculty
I Sem BBA	Ms. Vandana Martin

Tuesday- 8: 15 a .m. – 9: 15 a. m.

Class	Faculty
I Sem BBA	Ms. Vandana Martin

Wednesday- 8: 15 a .m. – 9: 15 a. m.

Class	Faculty
I Sem BBA	Ms. Vandana Martin

Thursday- 8: 15 a .m. – 9: 15 a. m.

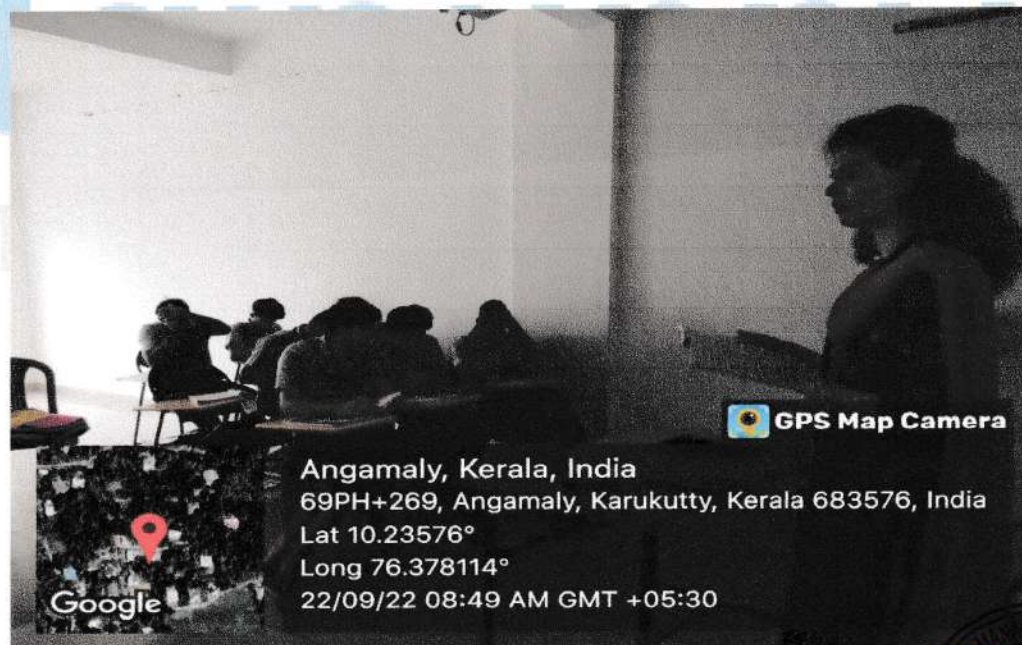
Class	Faculty
I Sem BBA	Ms. Vandana Martin

Friday- 8: 15 a .m. – 9: 15 a. m.

Class	Faculty
I Sem BBA	Ms. Vandana Martin



PHOTOGRAPHS



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Syllabus setting



Attendance

PUPILS ATTENDANCE REGISTER OF *BBA 2022-23* SCHOOL

Admin- Strat No	SI No	NAME	Days																				
			Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1	Amal Jose																					
	2	Abhishek Jacob																					
	3	Abhishek Jose																					
	4	Abhinav John																					
	5	Abhinav Nigh																					
	6	Amal T S																					
	7	Abhishek Kumar P S																					
	8	Abhishek Jose																					
	9	Abhishek Kumar																					
	10	Abhishek Kumar																					
	11	Abhishek Paul P S																					
	12	Abhishek Changanachari																					
	13	Abhishek P Kurian																					
	14	Abhishek Kumar																					
	15	Abhishek Kumar																					
	16	Abhishek Kumar P M																					
	17	Abhishek P James																					
	18	Abhishek John																					
	19	Abhishek Kumar																					
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	23	Abhishek John																					
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	25	Abhishek P T																					
	26	Abhishek A Kundath																					
	27	Abhishek K N																					
	28	Abhishek T S																					
	29	Abhishek Suresh Nair																					
	30	Abhishek K S																					
	31	Abhishek P S																					
	32	Abhishek K S																					

FOR THE MONTH OF *20* STD

No. of Days Present	Present % of Total	No. of Absences	No. of Days Present	Ticket Fee				Date of Payment	Amount of Payment	Remarks
				Rs	Paise	Rs	Paise			
			21							
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Certificates



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CERTIFICATE

This is to certify that

AGNAS SAJU

has successfully completed the
Add-on Programme of 30 hours on
Business English Expertise
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

ALEXANDRIA JACOB

has successfully completed the
Add-on Programme of 30 hours on
Business English Expertise
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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Add on course Feedback form

NLA 1AOP-05 Business English Expertise 2022-23

Name : Gopika Ravindran

Programme: BBA

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

It helped me for building attractive sentences

2. Were the instructional materials useful to you?

Yes, they gave us materials for concepts of English grammar

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

Yes, they gave us informations about how we can use English as Profession

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

Yes, sentence construction is simple for me after the class

5. Rate your overall experience of the course.

8.5

6. Suggestions, if any

good Program, No suggestions



Add on course Feedback form

NLA IAOP-05 Business English Expertise 2022-23

Name : *Sruthy p.s*

Programme: *BBA*

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

The course helped me to improve my language

2. Were the instructional materials useful to you?

Yes, it was very informative material

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

Yes, it increase my confidence level

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

Yes

5. Rate your overall experience of the course.

8.5/10

6. Suggestions, if any

The course was excellent.



Add on course Feedback form
NLA 1AOP-05 Business English Expertise 2022-23

Name : Aswin Valsan

Programme: BBA

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

It help me to increase my personality

2. Were the instructional materials useful to you?

Yes, it was

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

No

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

Yes, I learned grammar effectively

5. Rate your overall experience of the course.

7.5

6. Suggestions, if any

The course was good



Add on course Feedback form
NLA 1AOP-05 Business English Expertise 2022-23

Name : *Joshua D*

Programme: *BBA*

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

Course helped me to speak fluently

2. Were the instructional materials useful to you?

Yes They were

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

It will help me in future interviews

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

Yes. The concepts were clear

5. Rate your overall experience of the course.

7/10

6. Suggestions, if any

Course duration is short.



Add on course Feedback form
NLA 1AOP-05 Business English Expertise 2022-23

Name : *Anjana Ramakrishnan*

Programme: *BBA*

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

It helps to improve my english language

2. Were the instructional materials useful to you?

Yes

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

*Yes, the course will help to develop
my professionally*

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

Yes

5. Rate your overall experience of the course.

8.5

6. Suggestions, if any

Nil

