

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business English & Professional Writing
Course Code:	3MS3010107T
Pre-requisite Course:	None

Course Objectives:

1. To develop proficiency in English language skills for academic and professional communication.
2. To enhance students' verbal and written communication abilities in business contexts.
3. To build confidence in using appropriate grammar, vocabulary, and business etiquette.
4. To develop professional writing skills for workplace and academic documents.
5. To prepare students for effective interpersonal communication and professional presentation

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents:

Module No.	Contents	Total Hours	Weightage (%)
1	Foundations of Business English Introduction to business communication, fundamentals of English grammar, vocabulary building, sentence construction, parts of speech, tenses, reading comprehension, listening skills, verbal communication, pronunciation, and conversation skills.	15	50%
2	Professional Writing and Workplace Communication Principles of professional writing: clarity, conciseness, coherence, audience and tone, Professional Email Writing and Email Etiquette, Resume and Cover Letter Writing, Presentation Skills, Group Discussion, Interview Skills, Professional Etiquette, Workplace Communication, Introduction to AI tools for Professional Writing.	15	50%

Text Books

1. Raymond Murphy – Essential Grammar in Use, Cambridge University Press.
2. Meenakshi Raman & Prakash Singh – Business Communication, Oxford University Press. (Latest Edition)

Reference Book

1. Bovee, Thill & Chatterjee – Business Communication Today.
2. Lesikar & Flatley – Business Communication: Connecting in a Digital World.
3. Sanjay Kumar & Pushp Lata – Communication Skills, Oxford University Press.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the fundamentals of English language and business communication.	L2 (Understand)
CLO2	Apply grammar, vocabulary, and communication skills in academic and professional situations.	L3 (Apply)
CLO3	Prepare professional business documents and correspondence using appropriate writing techniques.	L3 (Apply)
CLO4	Demonstrate effective oral communication, presentation, and interpersonal skills.	L3 (Apply)
CLO5	Apply professional communication etiquette in workplace and business interactions.	L4 (Analyze)

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M	M	L	L	L	-	L	M	L
CLO2	H	H	M	L	M	-	M	M	H	H
CLO3	H	H	M	M	L	-	M	M	H	H
CLO4	H	H	H	L	L	M	M	H	H	H
CLO5	M	H	M	M	L	L	-	M	M	M

H: High, M: Medium, L: Low
