



University of Kerala

Discipline	English				
Course Code	UK1AECENG104				
Course Title	Business Communication I				
Type of Course	AEC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4
Pre-requisites	1. Basic knowledge in English				
Course Summary	This course is designed to develop proficiency in English communication skills relevant to the field of commerce, to enhance grammatical accuracy and fluency in spoken and written English, To introduce students to basic literary concepts and their relevance to business communication and also to cultivate an understanding of human values and ethical considerations in commercial contexts.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Module 1		12
	1	The Business Man- Short Story by Edgar Allan Poe	
	2	10 Tips for Improving Your Public Speaking Skills https://professional.dce.harvard.edu/blog/10-tips-for-improving-your-public-speaking-skills/	
	3	Elements of Communication, Effective Communication, Barriers to Communication, Active Listening, Barriers to Effective Listening, Standard English, Varieties of English – American, Indian, Mother Tongue Interference	
	4	Practicum: Practice lessons from the link given below. Minimum of 10 should be done in the class https://learnenglish.britishcouncil.org/skills/listening/a1-listening	
II	Module 2		12
	5	The Power of Metaphors in Business Strategy- Aaron Hall	

		https://aaronhall.com/insights/the-power-of-metaphors-in-business-strategy/	
	6	A Short story About Wealth Creation: Dave Nixon https://medium.com/@dave_54590/a-short-story-about-wealth-creation-58df6f041d60	
	7	Speaking Skills (techniques, barriers, and effective speaking), Speaking for different purposes and at different occasions	
	8	Practicum: Self-introduction in different contexts, describing images, narration of events, group discussions Reference https://www.pearsonhighered.com/assets/preface/0/1/3/4/0134624009.pdf	
III	Module 3		12
	9	Managing Business Communication in virtual era: Use of Google Meet, Zoom, Slack, Trello, Tetra, Microsoft teams, Ring Central, Speakap, Clariti, Flowdock	
	10	Copy Writing for E- Commerce: Language as a tool for building brands and boosting sales. https://brandmasteracademy.com/branding-tools/	
	11	Skimming, Scanning, Intensive and Extensive Reading, Reading between the lines, Note Making	
	12	Practicum: Reading Comprehension, Reading between the lines, Skimming and Scanning Practice exercises. Minimum 10 to be done in class https://learnenglish.britishcouncil.org/skills/reading	
IV	Module 4		12
	13	Business Communication: Verbal, Non-Verbal, Written, Electronic, Upward, Downward, Formal, Informal,	
	14	Business English: -Business Correspondence: business letters, letter of complaint-letter of enquiry-Emails-Memos-Agenda-Minutes-Reports-Negotiations: Negotiating language- process, negotiating with suppliers and clients-job applications-resumes-cover letters- preparing for interviews	
	15	Practicum: Write letters for different business purposes- at least 10	

		https://www.blairenglish.com/extras/exercise_menu.html	
V	Module 5		12
	16	What films can teach us about Business Ethics https://www.aspeninstitute.org/blog-posts/films-teach-business-ethics/	
	17	The Blind Man and Advertising Writing https://www.bedtimeshortstories.com/the-blind-man-and-advertising-story	
	18	Why the Gender gap in International trade needs to close faster https://www.ey.com/en_gl/insights/global-trade/why-the-gender-gap-in-international-trade-needs-to-close-faster	
	19	Practicum: Conduct a group discussion on ethical and unethical practices in business.	

References:**Online Links:**

Purdue Online Writing Lab (OWL): <https://owl.purdue.edu/>

British Council Learn English: <https://learnenglish.britishcouncil.org/>

Oxford Free English Lessons: [Free English Lessons - Oxford Online English](#)

British Council: <https://learnenglish.britishcouncil.org/apps/learnenglish-sounds-right>

Texts and Journal Articles:

Bakshi, Raj N. *A Course in English Grammar*. India: Orient Black Swan, 2000.

Beck, Andrew, et al. *Communication Studies: The Essential Introduction*. Routledge, 2002.

Crystal, David. *A Dictionary of Linguistics and Phonetics*. Shang Wu Yin Shu Guan, 2002.

Fernandez, Agna. *Generic Skills for Employability*. UK: Cambridge University Press, 2020.

Jones, Daniel, et al. *Cambridge English Pronouncing Dictionary*. Cambridge University Press, 2015.

Leben, William R., Brett Kessler, and Keith Denning, *English Vocabulary Elements: A Course in the Structure of English Words*, 3rd edn (New York, 2023; online edn, Oxford Academic, 19 Jan. 2023), <https://doi.org/10.1093/oso/9780190925475.001.0001>

Negotiation Strategies & Techniques. Hale & Associates, 1990.

Prose, Francine. *Reading Like a Writer: A Guide for People Who Love Books and for Those Who Want to Write Them*. Union Books, 2012.

Roach, Peter. *English Phonetics and Phonology: A Practical Course*. Cambridge University Press, 2018.

Roman, Kenneth, and Joel Raphaelson. *Writing That Works: How to Communicate Effectively in Business: E-Mail, Letters, Memos, Presentations, Plans, Reports, Proposals, Resumes, Speeches*. HarperCollins, 2000.

Shobha, K N. Lourdes Javani Rayen. *Communicative English: A Workbook*. UK: Cambridge University Press, 2023.

Strunk, William, and E. B. White. *The Elements of Style*. Macmillan, 1979.

Swan, Michael. *Practical English Usage*. Oxford University Press, 2020.

Talbot, Fiona. *How to Write Effective Business English: The Essential Toolkit for Composing Powerful Letters, e-Mails and More, for Today's Business Needs*. Kogan Page, 2010.

Wallace, Catherine. *Critical Reading in Language Education*. Palgrave Macmillan, 2005.

Walter, Elizabeth, and Kate Woodford. *Collins Easy Learning Writing*. HarperCollins, 2015.

Zinsser, William. *On Writing Well*. Harper Paperbacks, 2013.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify key sounds in English, comprehend different varieties of accents, and extract specific and general information from lectures, and talks related to social sciences	U	1,6

CO-2	Identify key science related vocabulary, analyse sentence structure, and comprehend complex texts on Commerce topics	R, U	1,6,9
CO-3	Describe visuals, narrate, participate in group discussions, and adapt communication styles for various situations	Ap	1,6,11
CO-4	Critically analyse information from various sources such as videos, articles, talks, stories, and form well-supported arguments on topics related to Commerce and Business	An	1,4,6,12,13
CO-5	Write clear and concise paragraphs in various styles, compose reports based on data and visuals, and draft effective emails and letters	R,C	1,6,12,13

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Identify key sounds in English, comprehend different varieties of accents, and extract specific and general information from lectures, and talks related to social sciences	PO 4,5,7 PSO 1,6	U	F	L	

2	Identify key science related vocabulary, analyse sentence structure, and comprehend complex texts on Commerce topics	PO 1,2,4,5,7, 8 PSO 1,6,9	R, U	C	L	
3	Describe visuals, narrate, participate in group discussions, and adapt communication styles for various situations	PO 1,4,5,7,8 PSO 1,6,11	Ap	M	L	
4	Critically analyse information from various sources such as videos, articles, talks, stories, and form well-supported arguments on topics related to Commerce and Business	PO 2,3,4,5,6, 7 1,4,6,12, 13	An	M	L	
5	Write clear and concise paragraphs in various styles, compose reports	PO 3,4,5,6,7,	R,C	P		P

	based on data and visuals, and draft effective emails and letters	PSO 1,6,12, 13				
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F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	3				3	2	
CO 2	3		-	-	-	2	3	2		1		
CO 3	2	-		-	-	3	1			2	3	
CO 4	1	-		2	-	3		3	2	1	1	1
CO 5	3		-	-	-	2			3	2	1	1

Correlation Levels:

Level	Correlation
-	Nil