



BBA 11053: Business English

Level: 1000

Number of Credits : 03

Course Description

This is a task-based course which consists of components and activities related to language used in a business environment. The course aims at enhancing the language competence of the learners in all four skills - reading, writing, speaking and listening and thereby making them communicatively competent in English in a business environment.

Intended Learning Outcomes

At the end of the course the students will be able to;

- Communicate orally with a considerable degree of accuracy and appropriateness in business contexts.
- Read and understand the written documents related to business topics.
- Display communication skills in English which enable competent expression in written communication where business related contexts and documents are involved.
- Select, organize, synthesize and order relevant information related to a business environment.

Teaching/ Learning methods

Lectures, presentations and discussions

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

- 1 Introduction to business vocabulary
- 2 Writing processes and procedures
- 3 Writing memos, e-mails and business letters
- 4 Paragraph writing
- 5 Reading job profiles, business letters, manuals and advertisements
- 6 Reading contemporary business texts
- 7 Listening to talks/dialogues in a corporate setting
- 8 Role play
- 9 Public speaking

Recommended Readings

1. Jones, L. & Alexander, R. (2003) New International Business English. Cambridge University Press. Cambridge
2. Murphy, R (2013) Intermediate English Grammar. Cambridge University Press: Cambridge.