

# MANNAM MEMORIAL NSS COLLEGE, KOTTIYAM

## STUDENT ENROLMENT LIST

Name of department : English

Name of course : Business English

Sl No	Name of Student	Signature
1	Abirijith R	Abi
2	Abidami SA	Abi
3	Alakananda BS	Ala
4	Almaadga S	Ala
5	Arunima M Dada	Arun
6	Arya Aji	Arya
7	Azwin MGI	Azi
8	Aysha S	Ay
9	Aysha Shaji	Ay
10	Deerika R	Dee
11	Glauri Manu	Glauri
12	Glauri Ishwariya A	Glauri
13	Glauri S	Glauri
14	Nandana G	Nandana
15	P. Jayakrishnan	P. Jayakrishnan
16	Pranav S	Pranav
17	Rohini S	Rohini
18	Sam Sajon	Sam
19	Sajan Karthika US	Sajan
20	Sheena Jamin. S	Sheena
21	Shela A	Shela
22	Soanya GS	Soanya



23	Sasral D	Sd.
24	Diswanya Kaishnan	Dis.
25	AK Shau	AKS.
26	Anawla . S Pillai	An.
27	Ayana V.P	Ay.
28	Anuja. JR	An.
29	Achala Lakshmi M	Ach.
30	Aasha B Shibu	Aa.
31	Aaya C	Aa.
32	Aswin J.R	As.
33	Diya S Nazreen	Di.
34	Gayatri	Gay.
35	Gopi Krishna S	Gop.
36	M. S Sibi	Ms.
37	Nayana M	Nay.
38	Muhammad Sagar	Mu.
39	Nabel Najim	Nab.
40	Nandana Ramesh	Nan.
41	Natani S Kumar	Nat.
42	Nayana. R	Nay.
43	Preema Prakash	Pre.
44	Remya V	Rem.
45	S Abhijith	Sa.
46	Shahina N.	Sha.
47	Saadha S	Sa.
48	Sree Kuttan	Sr.
49	Sureshy S Jayanth	Sur.
50	Sreelaxi S Nair	Sre.

*P*  
Course Co-ordinator

*Saravasthna*  
Head  
Department of English  
MMNSS College, Kottiyam



# MANNAM MEMORIAL NSS COLLEGE, KOTTIYAM

## END COURSE EVALUATION

Name of department : ENGLISH

Name of course : Business English

Duration of exam : 1.5 Hrs

Total Marks : 40

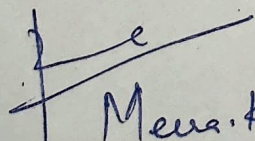
Number of students enrolled: 50

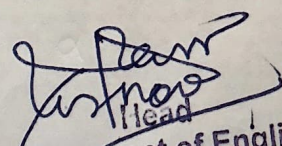
Number of students completed: 50

Sl No	Name of Student	Marks Obtained
1	ABHIJITH . R.	22
2	ABHIRAMI . SA	23
3	ALAKANANDA . BS	38
4	ALMASREE . S	21
5	ARUNIMA . M . DAS	24
6	ARYA . G	24
7	ASWIN . M . G	32
8	AYSHA . S	21
9	AYSHA SHAJI	35
10	DEVIKA . R	35
11	GIJURI MANU	26
12	GIJURI SWARIYA . A	21
13	GIJURI . S	30
14	NANDANA . G	32
15	P . JAY KRISHNAN	22
16	PRAHLATH . S . S	22
17	ROHINI . S	31
18	SAMSAJAN	22
19	SARAN KRISHNA . U . S	34



20	SHEREENA JASMIN.S	32
21	SNEHA.A	21
22	SOORYA G.S	21
23	SREELAL.A	31
24	AISWIARYA KRISHNAN	35
25	AKSHAY KRISHNAN	21
26	AMRUTHA.S PILLAI	22
27	ANJANA.VP	35
28	ANUJA.JR	25
29	ARCHA LEKSHMI.M	34
30	ARCHA B SHIBU	32
31	ARYA C	22
32	ASWIN.JR	21
33	DIYA.S NAZREEN	34
34	GIAYATHRI	35
35	GIODIKRISHNA.S	20
36	MS SIVANI	35
37	MANJIMA.M	34
38	MUHAMMED SAGAR	21
39	NABEEL NATEEM	35
40	NANDANA RAMESH	31
41	NAVAMI SKUMAR	21
42	NAYANA.DR	25
43	PREEMA PRAKASH	35
44	REMYA.Y	35
45	S.ABHITH	20
46	SHAHINA.N	24
47	SRADHA.S	32
48	SREE KUTTAN	21
49	SWATHY.S JAYANTH	35
50	SREE HARI S NAIR.	21

  
 Mene K.G.  
 Course Co-ordinator

  
 Head  
 Department of English  
 MMNSS College, Kottiyam



**2022-23 Academic Year**  
**Department of English**  
**MMNSS College, Kottiyam**

**Add on Course**

**No of Instructional Hours-30 hrs**

**Name of the Course-Business English      Course Code: EN- BS**

**Co-ordinator- Dr.Meera.K.G,      Total Students Enrolled: 50**

**ABOUT THE COURSE:** The Business English course is designed to prepare students to use English in a present or future work situation. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world. This course will help practice and enrich communication skills by using English in specific business settings and situations.

**COURSE OBJECTIVES**

By the end of the course, we hope that students will be able to:

- Develop basic skills to deal with people in business situations
  - Increase their knowledge of key business concepts worldwide
  - Write and read basic business reports, faxes, and memos
  - Expand vocabulary related to general business situations
  - Develop confidence to deal with people and basic issues in the business world.
- The main objectives of the course "Business English" are to master various language, social and business skills

**LEARNING OUTCOMES**

Learning outcomes upon finishing the course:



Learning outcomes upon finishing the course:

**Know:**

- advanced business vocabulary;
- essential economic and business information;
- how to use language skills to get necessary information from various sources;
- basic research skills;
- social and cultural differences.

**Be able:**

- to communicate efficiently with other people and understand social roles of other participants;
- to use modern technologies and devices to solve communicational problems;
- to use business vocabulary appropriately;
- to discuss and respond to the issues in the articles;
- to use business skills (giving presentations, negotiating, telephoning, giving teleconferences, etc.);
- to read and understand messages, letters, etc. and to respond appropriately;
- to make summary;
- to use lexical and grammatical resources.

**Develop skills:**

- business communication skills;
- different language skills useful in business communication (listening, reading, speaking).





# Department of English - Business English

2022-23

## SYLLABUS

### Unit 1 -First Impressions

LISTENING AND DISCUSSION – first impressions in presentations

READING AND LANGUAGE – how to make first good impression, networking and socializing,

reading the text “It’s not what you know”, learning networking strategies

BUSINESS SKILLS – networking, working in pairs, working out strategies and behavioural

model for different cultures

WRITING - formal and informal register, learning how to write a formal e-mail (structure and

useful language)

CASE STUDY – “Movers and Shakers”, holding a meeting and writing a formal invitation,

networking with future business partners, promoting your ideas, writing a formal letter.

### Unit 2 -Training

LISTENING AND DISCUSSION – Apprenticeships, types, history, present situation, options,

completing the summary.

READING AND LANGUAGE – reading the text “Training leaders to connect the dots”,

learning new methods of sharing information, staff training, ability to share and discuss

important issues.

BUSINESS SKILLS – clarifying and confirming, making telephone calls, formal and informal

style, various techniques for confirming, checking and correcting information, role-playing a call.



WRITING - formal and informal register, learning how to write a formal e-mail (structure and useful language)

CASE STUDY – Training at “Carter and Randall”, discussing training programs, finding the best way to train stuff, clarifying and confirming information, devising a suitable training program, writing a formal letter.

### **Unit 3 Energy**

LISTENING AND DISCUSSION – clean energy, discussing types of energy, advantages and disadvantages.

READING AND LANGUAGE – reading the text “The danger of losing touch with reality”, discussing modern and future energy problems.

BUSINESS SKILLS – decision making, decision making meeting skills, discussing types of meeting, sharing experiences,

WRITING - layout and structure of reports, language and structure.


CASE STUDY – Energy saving at “Tumalet Software”, developing energy saving strategies, reducing energy consuming writing a report.

### **Unit 4 Marketing**

LISTENING AND DISCUSSION – customer relationship management, marketing methods, customer-centric market, methods of retaining customers.

READING AND LANGUAGE – reading the text “Is the customer always right? Yes, she is”, strategies for working with customers

BUSINESS SKILLS – making an impact in presentations, useful vocabulary

  
Head  
Department of English  
MINNS College, Kottiyam





# COURSE SCHEDULE

Name of the course: *Business English.*

Date	Day	Timing	Topics-Taken
1-10-2022	<i>Saturday.</i>	9:30-12:30	Business skills networking etc.
1-10-2022	<i>Saturday</i>	1:30-3:30	Writing - formal and informal registers.
15-10-2022	<i>Saturday.</i>	9:30-12:30	Apprenticeships, types, history, options.
15-10-2022	<i>Saturday.</i>	1:30-3:30	Reading the text. Training leaders to connect dots.
22-10-2022	<i>Saturday.</i>	9:30-12:30	Business skills :- clarifying and confirming.
22-10-2022	<i>Saturday</i>	1:30-3:30	Writing :- Learning how to write a formal email structure.
5-11-2022	<i>Saturday</i>	9:30-12:30 1:30-3:30	Training at Casters and Randall - devising a programme.
12-11-2022	<i>Saturday</i>	9:30-12:30 1:30-3:30	clean energy / discussing type & energy, etc.
16-11-2022	<i>Saturday</i>	9:30-12:30 1:30-3:30	Decision making, Decision making, meeting skill

*P. e.*  
Di. Meera. K. G.  
Course co-ordinator

*[Signature]*  
Head

Department of English  
MMNSS College, Kottiyam





**MMNSS COLLEGE KOTTIYAM**  
**DEPARTMENT OF ENGLISH**  
**ADD ON COURSE-EXAM**  
**BUSINESS ENGLISH( EN-BS) NOVEMBER 26, 2022**

Total Marks: 40

Time: 1.5 hrs

**I. Answer all questions**

1. In which company Sudha Murthy started her career
2. The greater than sign is used in Emails to----- someone else's message
3. Expand FYI in Emails
4. Fortune magazine has listed ----- among the 12 greatest entrepreneurs of our times
5. A good report does not mix facts with----- of the report writer (5x1= 5)

**II. Answer any four in a short paragraph not exceeding 50 words**

6. What are the different stages of a report writing?
7. What are the different blocks of a Business letter?
8. Explain the phrase "den of Comparisons" in Gulati's article
9. Describe the right body language for an interview
10. What are the features of a good covering letter
11. What are Narayana murthy's views on wealth? (4x2=8)

**III. Answer any three , in a paragraph not exceeding 100 words**

12. What are the admirable traits of JRD Tata's character?
13. How does facebook affect the life of a teenager?
13. Explain the importance of Business note making
14. As a Commerce student, Prepare an Email to a Financial service company, requesting an internship opportunity
15. Write the agenda of a meeting convened by the secretary of Arts Club to conduct Arts festival of the College

(3x4=12)


**IV. Answer any one, each in about 300 words**


16. Write an essay on Sudha Murthy's experiences with TATA Group
17. Prepare a resume along with a Covering letter for the post of an accountant in a leading multinational company
18. Write an Essay on the various means of business Correspondence (1x15=15)



### Add on Course – Business English( EN-BS) – A Brief Report

During the academic year 2022-23 , an add on course on Business English was sponsored to the Second Year BA English students. This course has been conducted free of cost to the students. The course aims to develop English language skills that are useful in an office or other business environments. By attending this course and understanding the communication skills needed in the workplace, students can gain the confidence to build strong relationships with their colleagues and clients. The course commenced on October 1, 2023 and concluded on 19 November 2023. Three dedicated faculty took the classes in their scheduled time between 9.30 am to 3.30 pm on Saturdays. 50 students enrolled themselves to avail the course out of which, all of them completed their course successfully after completing the end course examination. Dr. Meera. K.G was the course Co-ordinator. The efforts of the Department to give such add-on qualifications and skills to the students besides their fixed University Academic Courses, is hereby appreciated and look forward to rendering our services to our young, animated and potential minds, ensuring that our collective efforts in upholding the central holistic objective of our education system is accomplished.

  
Dr. Meera. K. G.  
Course - Coordinator

  
Head  
Department of English  
MMNSS College, Kottiyam

  
Principal  
M.M. N.S.S. COLLEGE  
KOTTIYAM

