

20BB106 BUSINESS ENGLISH CERTIFICATE

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

BEC

BUSINESS ENGLISH CERTIFICATE

Source :

<https://previews.123rf.com>

COURSE DESCRIPTION AND OBJECTIVE:

To equip the learners with Functional English by experiencing wide range of language usage in different situations. To instill among the learners the significance of developing LSRW skills and to create a scaffolding to the learners to speak in real life situations. To help learners acquire adequate vocabulary which enable them communicate in day to day situations.

COURSE OUTCOMES:

Upon completion of the course, student will be able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Can read and understand business articles and trends in the newspapers.	2
2	Use functional English to speak and express themselves in every day business contexts.	4
3	Apply sentence structures to produce accurate sentences in business correspondence.	1
4	Analyse business articles and listening materials and draw inferences to evaluate.	3
5	Creating concise and precise communication by analyzing the relevance of the context and applying suitable formats.	5

SKILLS :

- ✓ *Interprets the administrative matters in daily life*

UNIT - I **L-10****(Unit 1-5 from Business Benchmark)**

Activity-1 : Reading - Drawing inferences from business articles.

Activity-2 : Writing – Writing e-mails (formal and informal style)

Activity-3 : Listening – Understanding conversations and interviews.

Activity-4 : Speaking – Exchanging ideas about office culture.

UNIT - II **L-10****(Unit 6-10 from Business Benchmark)**

Activity-5 : Reading – Understanding short texts, emails, notices and articles.

Activity-6 : Writing – Writing promotional letters and emails.

Activity-7 : Listening – Telephone conversations with colleagues and suppliers.

Activity-8 : Speaking – Describing objects and Role- plays.

UNIT - III **L-10****(Unit 11-15 from Business Benchmark)**

Activity-9 : Reading – Reading articles on travel arrangements and career advice.

Activity-10 : Writing – Writing thank you letter and responding to an invitation.

Activity-11 : Listening – A travel anecdote, an interview about corporate gift fiving.

Activity-12 : Speaking – Role-plays and planning a team building event.

UNIT - IV **L-10****(Unit 16-20 from Business Benchmark)**

Activity-13 : Reading – Interpreting bar charts, reading short articles from news.

Activity-14 : Writing – Description of a line graph and writing letters.

Activity-15 : Listening – Listening to statistical information, Radio interview.

Activity-16 : Speaking – Describing figures and trends, promoting a city.

UNIT - V **L-10****(Unit 21-24 from Business Benchmark)**

Activity-17 : Reading –Reading business reports and preparing for an interview.

Activity-18 : Witting –Letter inviting a candidate for interview, completing a report.

Activity-19 : Listening –Interview with a career adviser and Radio interview.

Activity-20 : Speaking –Ways to improve employee productivity.

TEXT BOOKS:

1. Norman Whitby , Cambridge English “ Business Benchmark” 2 nd Edition.