

NIRMA UNIVERSITY
Integrated B. Tech. (CSE)-MBA programme
Term – II

L	T	P	C
2	0	2	3

Course Code	CSI0203
Course Title	English II

Course Outcomes:

At the end of the course, students will be able to-

1. appraise written business communication and evaluate its relevance
2. create, examine, and structure project reports, business proposals, recommendations, and evaluation reports etc. employing effective strategies of persuasion
3. construct effective and persuasive written communication for diverse business and audiences
4. practice business communication for effectively

Syllabus:

**Teaching
hours: 20**

Unit I

4

Introduction and Paragraph Writing: Introduction to business writing, Structuring a paragraph, Construction of a paragraph and types of content, Techniques of paragraph writing.

Unit II

3

Essay Writing: Introduction and types of essays, Characteristic features of an essay, Components of an essay, Essay writing and editing, Guiding principles.

Unit III

4

Business Letters and Email Writing: Business letters- structure and layout, Business letters- elements of style, Types of business letters, Email writing basics, Email writing etiquette.

Unit IV

2

Business Report Writing: Features of a business report, Types of business report Preparing a business report, Styles of reports.

Unit V

1

Proposal Writing: Purpose of proposal writing, Types of proposals, Structure of

proposals, Developing a proposal

Unit VI **2**

Creative Writing: Types of creative writing, Writing for advertising, Writing reviews.

Unit VII **2**

Cover Letter and Resume Writing: Application and cover letters, Types of resumes, Features of a resume, Preparing a resume.

Unit VIII **2**

Other Types of Business Writing: Inter-office memos, Circulars, Notice, agenda and minutes.

Laboratory Work:

The Term work and exercises will be based on the topics covered in the syllabus. Minimum 8 exercises should be carried out.

Self-Study:

Self-study contents will be declared at the commencement of the semester. Around 10% of the questions will be asked from the self-study contents.

Suggested Readings[^]:

1. Kaul, A. Business Communication. New Delhi: Prentice Hall of India Private Limited.
2. Lesikar, R. V. and Flatley, M. E. Basic Business Communication: Skills for Empowering the Internet Generation. New Delhi: Tata McGraw Hill.
3. Mehra, P. Business Communication for Managers. Pearson.

L=Lecture, T=Tutorial, P=Practical, C=Credit

[^]this is not an exhaustive list