



NGM COLLEGE (AUTONOMOUS)
Re-Accredited by NAAC
An ISO 9001: 2015 Certified Institution;
Affiliated to Bharathiar University
Pollachi – 642001



POSTGRADUATE DEPARTMENT OF ENGLISH

VALUEADDED COURSE – English for Entrepreneurship

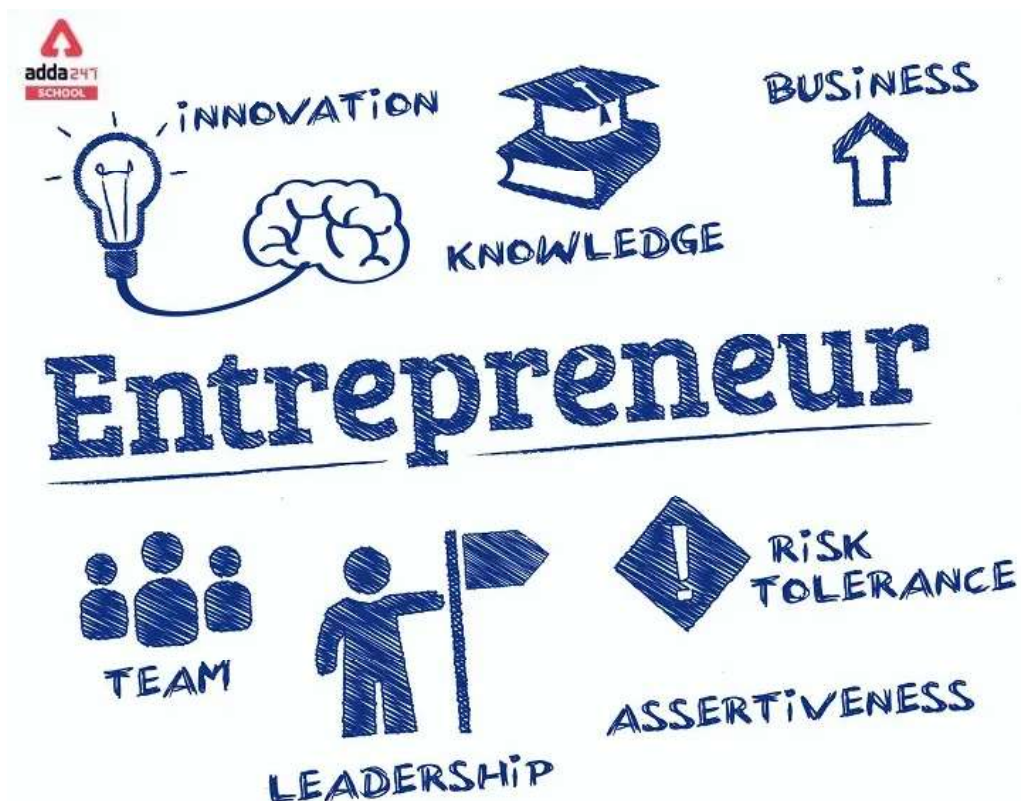
BROCHURE

Vision:

Our vision is to make students better prepared to meet industry demands as well as develop their oral and written communication skills by providing additional learner centric and skill oriented training.

Mission:

- To equip students with oral and written communication associated with business correspondence.
- To help students to identify the essential components and language for creating a business plan.
- To apply linguistic strategies as related to writing effective business reports.



Students completing the course will be able to:

- Speak fluently and accurately during business discussions
- Write grammatically correct business documents using appropriate business style
- Create effective resumes, cover letters and follow-up messages
- Develop confidence while presenting in front of a large group
- Express their thoughts and ideas clearly and create a lasting impression at work
- Collaborate with their colleagues for more productive work related outcomes



VI

VALUE ADDED COURSE				
Programme code:	MA	Programme Title :	Master of Arts (ENGLISH)	
Course Code:	21 PEL 3V2	Title	Batch :	2021-23
		ENGLISH FOR ENTREPRENEURSHIP	Semester:	III
Hrs	30		Credits:	Grade

VII

Course Objectives

To help students to learn the fundamentals of Business Correspondence

VIII

Course Outcomes (CO)

K1	CO1	To remember the comprehensive idea about business correspondence.
K2	CO2	To understand business communication in the context of various industrial purposes.
K3	CO3	To enable the students to apply the communication skills while socializing, telephoning, taking part in meetings and negotiating.
K4	CO4	To analyze the use of business communication in various contexts.
K5	CO5	To analyze business tasks and take part in the activities professionally

IX

UNIT I		10 hours
1.1	Business Correspondence Definition - Meaning and Importance of Business Correspondence - Purpose and uses	
1.2	Common Business terms with usage Thinking outside the box - Blue sky thinking – Action – Stakeholders – Buy-in- Leverage - Touch base etc	
UNIT II		10 hours
2.1	Telephonic Skills Preparing to make a telephone call – Receiving calls- Taking and leaving message- Asking for and giving reception- setting up appointments- changing appointments- ending a call- Situational Dialogues.	
2.2	Presentation Skills Planning and getting started-structure I – the introduction- structure II – The main body –structure III – the end using visual aids	
2.3	Meetings What makes a good meeting – chairing a meeting – stating and asking for opinions – asking for giving clarifications – ending the meeting.	
UNIT III		10 hours
3.1	Business Letters and Resumes Importance- Elements-Lay out- Elements of Style – Types of Business Letters – Resume Preparation.	
3.2	Business Reports	

	Definition-Salient features- Significance- Types- Preparation and Planning- Data Collection- Analyzing and organizing the Data- Preparing an outline- Structure of Formal Reports- Style of Reports- Preparing a checklist- sample reports.
3.3	Itinerary writing Inter-office Memorandum (Memo-) Circulars-notice, Agenda and Minutes- Advertising
3.4	Editing and Proofreading Significances- Advantages- Steps involved in the Editing process- Proof reading a document- Standard proofreading symbols.
3.5	E-mail writing Introduction- Reason for popularity- Common pitfalls- Guiding principles for Composition- maintaining Common Etiquette.

XII Mapping											(21 PEL 3V2)	
PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	H	H	M	M	M	M	M	M	H	M	M
CO2	M	H	H	M	M	M	M	M	M	H	M	M
CO3	M	H	H	M	M	M	M	M	M	H	M	M
CO4	M	H	H	M	M	M	M	M	M	H	M	M
CO5	M	H	H	M	M	M	M	M	M	H	M	M

Low – 1, Medium – 2, High – 3

Books for study

- Kumar, Sanjay & Latha, Pushpa. *Communication Skills*. Oxford University Press 2015
- Blundel, C.A & Middle Miss. NMG. *Career: English for Business and Commercial World*. New York: OUP,2015

Books for Reference

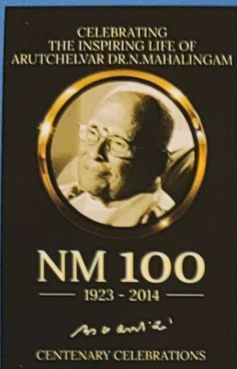
- RC, Bhatia. *Business Communication*. New Delhi: ANE Books, 2008
- KK, Lakshmi & KK, Ramachandran. *Business Communication*. New Delhi : Vikas' Publishing house PVT.LTD, 2014
- Robins MH & Vidya S. *Communicative Competence in Business English*. New Delhi:Orient Longman,2007
- Kitty O Locker & Stephen Kyo. *Business Communication- Building Critical Skills*. New York: McGraw Hill,2014
- Sweeny, Simon. *Communicating in Business*. New Delhi: CUP, 2011
- https://www.youtube.com/watch?v=x5KFZAB74_w
- <https://www.youtube.com/watch?v=EOKnOowZfqE>

XIII

(21 PEL 3V2)


Head of the Department
T. SUMITHRA, M.A., M.Phil.,
Head of the Department,
Department of English (UG)
NGM College, Pollachi - 642 001.


PRINCIPAL
Dr. R. MUTHUKUMARAN,
M.A., M.Phil., B.Ed., Ph.D.,
PRINCIPAL
N.G.M. College, Pollachi - 642 001
Coimbatore District



CERTIFICATE OF COMPLETION



NGM COLLEGE (Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that *Mr./Ms. Akash M*
of *PG English* department
has successfully completed a Value Added Course
entitled *English for Entrepreneurship* and
secured a mark of *77* out of 100

Train P.A

COURSE TEACHER

A. Balam

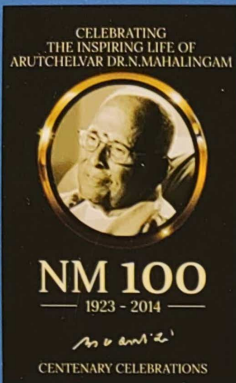
DEAN - ACADEMIC

J. M. L.

IQAC CO-ORDINATOR

Pradip Kumar

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. Amarith of PG English department
has successfully completed a Value Added Course
entitled English for Entrepreneurship and
secured a mark of 82 out of 100

P.A.

COURSE TEACHER

B. S. S.

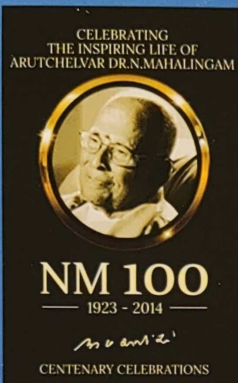
DEAN - ACADEMIC

R. M. L.

IQAC CO-ORDINATOR

S. S. S.

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. Lakshmi Bala R

of PG English department

has successfully completed a Value Added Course

entitled English for Entrepreneurship and

secured a mark of 80 out of 100

Travis P.A

COURSE TEACHER

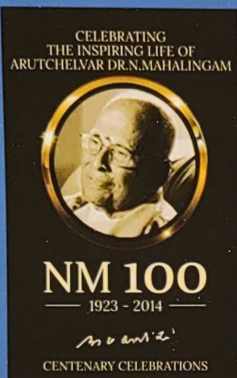
M. Bala

DEAN - ACADEMIC

G. M. L. Suman

IQAC CO-ORDINATOR

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that *Mr./Ms. Harshavardhini D*

of *PG English* department

has successfully completed a Value Added Course

entitled *English for Entrepreneurship and*

secured a mark of *79* out of 100

P. A.

COURSE TEACHER

A. Balam

DEAN - ACADEMIC

R. M. L.

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR.N.MAHALINGAM



NM 100
1923 - 2014

சென்னை
CENTENARY CELEBRATIONS

CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



EXPANSION WITH
EXCELLENCE

Value Added Course

This is to certify that *Mr./Ms. Popsy R*

of *PG English* department

has successfully completed a Value Added Course

entitled *English for Entrepreneurship* and

secured a mark of *74* out of 100

Inai P.A

COURSE TEACHER

M. Bala

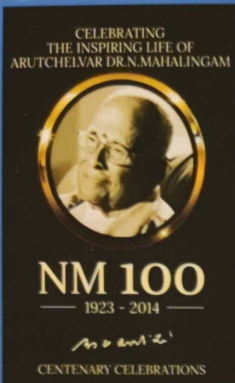
DEAN - ACADEMIC

R. M. L.

IQAC CO-ORDINATOR

S. S. S.

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that *Mr./Ms. Reshma K*

of *PG English* department

has successfully completed a Value Added Course

entitled *English for Entrepreneurship* and

secured a mark of *73* out of 100

P.A.

COURSE TEACHER

Bahm

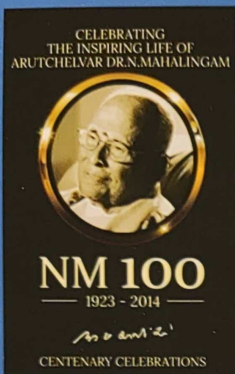
DEAN - ACADEMIC

P. N. L.

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



CERTIFICATE OF COMPLETION



NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution
Ranked 72nd among Colleges in India by MHRD - NIRF
Affiliated to Bharathiar University, Coimbatore.



Value Added Course

This is to certify that Mr./Ms. Aswini Shree G
of PG English department
has successfully completed a Value Added Course
entitled English for Entrepreneurship and
secured a mark of 73 out of 100

P.A
COURSE TEACHER

A. Balam
DEAN - ACADEMIC

P. M. L.
IQAC CO-ORDINATOR

[Signature]
PRINCIPAL