



VALUE ADDED COURSE ON

BUSINESS ETHICS AND COMMUNICATION STRATEGIES

DEPARTMENT OF ENGLISH, SURYA SEN MAHAVIDYALAYA

WHERE DOES OUR SENSE OF RIGHT AND WRONG COME FROM? HOW A GOOD MORAL FRAMEWORK CAN HELP US IN DOING GOOD BUSINESS? HOW CAN YOU BUILD ENGLISH SKILLS FOR BUSINESS? HOW WILL YOU IMPROVE YOUR ABILITY TO SPEAK, WRITE AND UNDERSTAND ENGLISH IN PROFESSIONAL SETTINGS?



JOIN THIS COURSE
TO GET THE
ANSWERS.



THE OBJECTIVE OF THE COURSE:

- TO INTRODUCE STUDENTS TO THE MEANING, RELEVANCE AND IMPORTANCE OF ETHICS IN TODAY'S GLOBALIZED WORLD.
- TO EDUCATE AND AWARE STUDENTS OF THE IDEA AND SIGNIFICANCE OF ETHICAL BUSINESS IN A CONSUMERISTIC SOCIETY.
- TO FACILITATE THE STUDENTS WITH THE MUCH-NEEDED COMMUNICATION SKILLS AND HOW TO USE IT IN DOING BUSINESS.
- TO TEACH WRITING SKILLS OF CV, COVER LETTER, BUSINESS E MAIL ETC
- HOW TO COMMUNICATE TO COLLABORATE.
- UNDERSTANDING ADVERTISEMENT AS A LANGUAGE OF PERSUASION.
- TO FAMILIARIZE STUDENTS WITH NEW ONLINE MEDIA

COURSE OUTCOME:

- STUDENTS WILL REALIZE THE RELEVANCE OF ETHICS IN THEIR DAY-TO-DAY LIFE.
- IN TODAY'S CONSUMERISTIC WORLD WHERE BUSINESS IS JUST A CLICK AWAY IN THE FORM OF ONLINE SELLING AND PURCHASE, STUDENT, AS SELLER AND CONSUMER SHOULD BE ETHICALLY RESPONSIBLE. THIS COURSE IN THE END AIMS AT IMPARTING THIS AWARENESS AMONG STUDENTS.
- STUDENTS WILL ALSO LEARN THE IMPORTANCE AND RELEVANCE OF BUSINESS COMMUNICATION.
- STUDENTS WILL BE HELPED TO REALIZE THE MEANING OF ADVERTISEMENT, ITS CULTURAL, SOCIAL CONNOTATIONS. THEY WILL BE TAUGHT TO WRITE TAGLINES FOR PRODUCT PROMOTIONS.
- STUDENTS WILL PRACTICALLY LEARN WRITING SKILLS OF CV, COVER LETTER, BUSINESS E MAIL ETC
- AFTER THE COMPLETION OF THE COURSE, THEY WILL LEARN TO OPEN YOUTUBE CHANNEL, INSTAGRAM ACCOUNTS, WRITE BLOGS
- THIS COURSE AIMS AT TEACHING STUDENTS THE ART OF BETTER COMMUNICATION, BY OVERCOMING COMMON BARRIERS.

TARGET STUDENTS:

STUDENTS ACROSS DISCIPLINES

NUMBER OF SEATS:

GOOGLE CLASSROOM LIMIT.

MODES OF EVALUATION:

**CLASS PERFORMANCE,
ASSIGNMENTS AND COURSE-
END EXAM**

DURATION OF THE COURSE:

30 HRS

DATE OF COMMENCEMENT:

20 MAY 2021

DATE OF COMPLETION:

31 MAY 2021

LAST DATE OF JOINING:

17 MAY 2021

CLASS TIME: 4 PM ONWARDS



COURSE MODULES:

1. WHAT IS ETHICS AND WHY ETHICS MATTERS
2. GLOBALIZATION, BUSINESS ETHICS & PROFITABILITY
3. NUANCES OF BUSINESS COMMUNICATION
4. WRITING SKILLS: CV WRITING, RESUME WRITING, COVER LETTER
5. LEARNING BY DOING: HOW TO WRITE A BUSINESS LETTER, PROFESSIONAL EMAIL, NOTICE
6. SPEAKING SKILLS: ART OF EFFECTIVE SPEAKING, INTERVIEW, PRESENTATION SKILLS
7. ETHICS & ADVERTISING: ITS IMPACT IN MASS PSYCHE
8. ADVERTISEMENT WRITING: ESSENTIALS OF A COPYWRITER'S TOOLKIT
9. DIGITAL DISCOURSE: LANGUAGE AND THE NEW MEDIA; EARNING BY SPEAKING; HOW TO OPEN BLOGS, YOUTUBE CHANNEL ETC.
10. PRACTICAL LESSONS: MOCK GROUP DISCUSSION

COURSE COORDINATORS:

NIMU RAI, ASST PROFESSOR,

AND

ISHWAR CH DARNAL, SACT,

DEPT OF ENGLISH

[**Click here for Registration**](#)



**STUDENTS WILL BE AWARDED
CERTIFICATES AFTER
SUCCESSFUL COMPLETION OF
THE COURSE**

