



**Gyanmanjari**  
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-6 (BBA)

**Subject:** English for International Mobility- BBAXX16327

**Type of course:** Ability Enhancement Courses (AEC)

**Prerequisite:**

Students should possess a foundational command of English grammar, vocabulary, and communication skills.

**Rationale:**

This course aims to enhance student's proficiency in professional and intercultural English, preparing them to effectively communicate and navigate diverse international environments in academics and global business settings.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
2	0	0	2	50	20	30	100

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

2 Credits \* 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted in to 25 Marks

CCE 50 Marks will be converted in to 25 Marks

It is compulsory to pass in each individual component.



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>Core Grammar:</b> Parts of speech refresher (nouns, verbs, adjectives, adverbs, prepositions) - Sentence structures - Articles & determiners - Punctuation basics - Relative clauses - Gerunds & infinitives (for expressing preference, purpose, and cause) - Idioms/Phrases: fluency boosters.	15	25
2	<b>Advanced Grammar:</b> Tenses - Modals - Conditional sentences - Complex sentence connectors (although, whereas, in spite of, provided that, etc.) - Inversions (Not only..., Never before...) - Cleft sentences (It was..., What is important is...) - Complex conditionals (If I had known..., I would have...).	15	25
3	<b>Professional Business Communication in Global Contexts:</b> Principles of global business communication - Email writing and professional correspondence - Business reports and proposals - Presentation skills for international audiences - Communication tone and register in cross-border settings.	15	25
4	<b>Intercultural Communication and Global Etiquette:</b> Cultural frameworks - Cultural intelligence (CQ) and workplace adaptation - Verbal and non-verbal cultural nuances - Professional etiquette across regions (US, EU, Asia, etc.) - Case studies on cultural miscommunication.	15	25





**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Email Pack</b> Students will write 3 different types of business emails: (a) inquiry email, (b) response email, and (c) complaint email. The emails should follow proper business format, tone, and etiquette. The compiled document will be uploaded on the GMIU Web Portal by the students.	10
2	<b>Professional Greeting Video</b> Students will record a 1-minute professional video introducing themselves for an international audience. The video should include their name, academic background, career interest, and one unique skill. The video file/link will be uploaded on the GMIU Web Portal by the students.	10
3	<b>Global Etiquette Poster</b> Students will design a digital poster highlighting the dos and don'ts of professional etiquette in 3 countries of their choice. The poster should be creative, informative, and visually appealing. The poster (PDF format) will be uploaded on the GMIU Web Portal by the students.	10
Total		30

**Suggested Specification table with Marks (Theory): 50**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	10%	10%	0%	10%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Demonstrate effective spoken and written English for international academic and professional settings.
CO2	Apply appropriate vocabulary, tone, and style for formal communication across cultures.
CO3	Interpret and respond to intercultural communication scenarios with linguistic and cultural sensitivity.
CO4	Prepare professional documents such as CVs, emails, and statements suited for global mobility.



**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

- [1] Camp, S., & Satterwhite, M. (2025). College English and Business Communication (11th ed.). McGraw-Hill.
- [2] Wallwork, A. (2018). Conducting Business Across Borders: Effective Communication in English with Non-Native Speakers. Business Expert Press.
- [3] Berkland, M. K., & Buxbaum, A. G. (Eds.). (2024). Intercultural Communication for the Global Business Professional. Routledge.
- [4] Gibson, R. (2002). Intercultural Business Communication: An Introduction to the Theory and Practice of Intercultural Business Communication for Teachers, Language Trainers, and Business People. Oxford University Press.
- [5] Quirk, R., Greenbaum, S., Leech, G., & Svartvik, J. (1985). A Comprehensive Grammar of the English Language. Longman.

