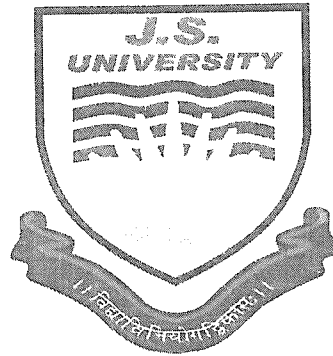


J.S. University, Shikohabad

Established by UP Govt. Act No. 07 of 2015
Recognized by U.G.C. under section 2 (f) of Act-1956



Value Added Course

(ACADEMIC AND BUSINESS WRITING)

VAC-050

FACULTY OF COMMERCE



J.S. University, Shikohabad
FACULTY OF COMMERCE

Value Added Course

AY: 2019-20

ACADEMIC AND BUSINESS WRITING

Learning Outcome:

Academic and Business writing for beginner. In this course, students focus on understanding the demands of different styles of writing, and work to improve grammatical correctness, vocabulary development, and revision and editing skills.

Duration: 30 Hours. (Theory and Practical)

Syllabus Outline

1. Module-1

Introduction of academic writing

- Clear and limited focus.
- Logical
- Evidence-based arguments. Structure.
- Impersonal tone

2. Module-2

TYPES OF ACADEMIC WRITING

- Descriptive
- Analytical
- Persuasive
- Critical

3. Module-3


Introduction of business writing

- Planning Your Writing
- Writing Tips

4. Module-4

Types of business writing

- Letters
- Standard Letter Writing Phrases
- Memos
- Emails
- Reports


	J.S. University, Shikohabad FACULTY OF COMMERCE	Value Added Course
		AY: 2022-22

References:-

The Only Business Writing Book You'll Ever Need Laura Brown, Rich Karlgaard |2019

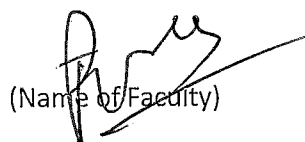
Business English Writing Marc Roche|2019

Business Writing Today A Practical Guide Natalie Canavor 2018


 (Name of Faculty)

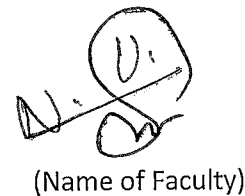
Course Coordinator

Dr. Geeta
Verma


 (Name of Faculty)

Dean Academics

Dr. P. P.
Singh


 (Name of Faculty)

Director/Principle/Dean of
Faculty/Department

Dr. Naem
uddin