

CURRICULUM FOR SPOKEN AND BUSINESS ENGLISH

6-MONTHS
(Certificate course)

National Vocational & Technical Training Commission, Islamabad (February, 2012)



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TRAINING OBJECTIVES

The major objective of this course is to:

Enhance the ability and aptness to articulate fluently and accurately is as such rightly considered a passport to success.

CURRICULUM SALIENT POINTS

Name of the course	Spoken & Business English
Entry level	Matriculation
Duration of course	6—Month
Contact hours/day	3 hours per day
Contact hours/ week	18 hours per week
Total contact hours	360 hours in 4-month
Training methodology	80% practical 20% theory
Medium of instruction	English

SKILL PROFICIENCY DETAILS

On the successful completion of this course, the trainee should be able to:-

1. Use language to express his ideas and emotions
2. Speak in the kind of environment of language used in everyday conversations and situations.
3. Arrange business meetings and business trips.
4. Write production orders and dispatch letters.
5. Develop curriculum Vitae and business reports.
6. Understand, comprehend and respond to business letters and correspondence.
7. Present spoken form of language in a context as natural as possible.
8. Develop competence in the spoken English.
9. Construct complete and meaningful sentences.
10. Speak on suggested topics whenever and where necessary.
11. Comprehend the receptive as well as productive skill of the English language effectively.
12. Use language as an effective tool of communication.

KNOWLEDGE PROFICIENCY DETAILS

On the successful completion of this course, the trainee should have attained: -

1. Knowledge of elementary level vocabulary, everyday conversations & language expressions.
2. Concept of written agreements, sales and counter proposals.
3. Knowledge of colloquial expressions for social interactions.
4. Understanding of report writing.
5. Familiar to use language in a context as natural as possible.
6. Acquaintance to react to and take part in the issues, situations and problems that occur in routine situations.
7. Understanding business meetings and their code of conduct.
8. Capability of handling real language that is most closely restricted by structural control.
9. Knowledge of receptive as well as productive skills of language.

CURRICULUM DELIVERY STRUCTURE

	Curriculum Delivery	Co-Curricular Activities/ Vacations	Test	Total
Week	1-20	21-25	26	26
	20	5	1	

* 26 days per month

SCHEME OF STUDIES

Spoken & Business English
(6-Month course)

Sr. No.	Subjects	Theory Hrs.	Practice Hrs.	Total Hrs.
1.	Spoken English	31	138	169
2.	Business English	113	78	191
	Total	144	216	360

DETAIL OF COURSE CONTENTS
Spoken & Business English
(6-Month Course)

Spoken English

Sr. No	Detail of topics	Theory Hrs.	Practice hrs.
1	<p>Listening skills</p> <p>1.1 Listening & hearing (Through Movie)</p> <p style="padding-left: 20px;">1.1.1 Listening vowel</p> <p style="padding-left: 20px;">1.1.2 Listening dip thong</p> <p style="padding-left: 20px;">1.1.3 Listening components</p> <p>1.2 Listening sounds (Audio)</p> <p style="padding-left: 20px;">1.2.1 Listening words</p> <p style="padding-left: 20px;">1.2.2 Listening phrases</p> <p>1.3 Listening short statements (Through Movie)</p> <p style="padding-left: 20px;">1.3.1 Listening social expressions</p> <p style="padding-left: 20px;">1.3.2 Listening colloquial expressions</p> <p>1.4 Listening long statements (Through Movie)</p> <p style="padding-left: 20px;">1.4.1 Listening simple sentences</p> <p style="padding-left: 20px;">1.4.2 Listening complex sentences</p> <p>1.5 Listening for specific purposes (Audio)</p> <p style="padding-left: 20px;">1.5.1 Message taking</p> <p style="padding-left: 20px;">1.5.2 Noting details</p> <p>1.6 Understanding Lectures(Audio)</p> <p style="padding-left: 20px;">1.6.1 Class room listening</p> <p style="padding-left: 20px;">1.6.2 Speech listening</p> <p style="padding-left: 20px;">1.6.3 Summarizing details</p>	6	14
2	<p>Speaking skills</p> <p>2.1 Tools & techniques</p> <p style="padding-left: 20px;">Parts of speech</p> <p style="padding-left: 40px;">2.1.1.1 Usage</p>	15	80

	<p>2.2 Everyday vocabulary</p> <p>2.2.1 Vocabulary building</p> <p>2.2.2 Common words & phrases</p> <p>2.3 Social expressions (Activity)</p> <p>2.3.1 Colloquial expressions</p> <p>2.3.1.1 Greetings</p> <p>2.3.1.2 Introductions</p> <p>2.4 Situational speaking (Activity)</p> <p>2.4.1 Self introduction</p> <p>2.4.2 Cross introduction</p> <p>2.4.3 Group introduction</p> <p>2.5 Social interactions (Activity)</p> <p>2.5.1 Talking to friends</p> <p>2.5.2 Classroom interaction</p> <p>2.5.3 Student teacher interaction</p> <p>2.6 Dialogues (Activity)</p> <p>2.6.1 Understanding speakers</p> <p>2.6.2 Identifying expressions</p> <p>2.6.3 Feed back</p> <p>2.7 Interviews Skill (Activity)</p> <p>2.7.1 Pre requisites of interviews</p> <p>2.7.2 Job interview</p> <p>2.7.3 Celebrity interview</p> <p>2.7.4 Dramatizing interview</p> <p>2.8 Extempore speech (Activity)</p> <p>2.8.1 Speaking on given topics</p> <p>2.8.2 Speaking on social issues</p> <p>2.8.3 Speaking about profession / trade</p> <p>2.9 Pair activities (Activity)</p> <p>2.9.1 Pair presentation on a given topic</p> <p>2.9.2 Miming a situation</p>		
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	<p>2.9.3 Debating (for & against)</p> <p>2.10 Group activities (Activity)</p> <p>2.10.1 Group discussion on different topics</p> <p>2.10.2 Argumentative discussions</p> <p>2.10.3 Discussing current issues</p> <p>2.11 Class Role plays (Presentations)</p> <p>2.11.1 Reacting in different situations</p> <p>2.11.2 Dramatizing a given situation</p> <p>2.11.3 Presenting as representative</p>		
3	<p>Grammar</p> <p>3.1 Introduction (Sentence & parts of speech (Learning))</p> <p>3.1.1 Sentence structure (Learning)</p> <p>3.1.2 Kinds of sentences</p> <p>3.1.3 Subject part</p> <p>3.1.4 Predicate part</p> <p>3.2 Nouns and kinds</p> <p>3.3 The English verb (Learning)</p> <p>3.3.1 Time verb</p> <p>3.3.2 Action verb</p> <p>3.4 Picture makers</p> <p>3.5 Regular verbs</p> <p>3.6 Irregular verbs</p> <p>3.7 Transitive & intransitive</p> <p>3.8 Conversion of sentences</p> <p>3.9 Passing compound sentences</p> <p>3.10 Expanding texts</p> <p>3.11 Idiomatic phrases (Learning)</p>	6	30
4	<p>Communication skill</p> <p>4.1 Kinds</p> <p>4.1.1 Verbal</p> <p>4.1.2 Non verbal</p>	4	14

	4.2 Verbal 4.2.1 Oral <ul style="list-style-type: none"> • Dialogue • Briefing 4.3 Written <ul style="list-style-type: none"> • Message taking • Invitation 4.4 Responding to advertisements		
	Total	31	138

Business English

Sr. No	Detail of topics	Theory Hrs.	Practice hrs.
1	Introduction to Business Communication 1.1 Introduction 1.2 Definition of business 1.3 Definition of communication 1.4 Objective & subjective communication 1.5 Communication Process 1.6 Ways of communication 1.7 7C's	4	
2	1.1 Letter Layout 2.1 Parts of letter (standard & optional) 2.2 Format and layout of business letter	6	

3	Writing business letters 3.1 Kinds of letter 3.2 Formats of letters 3.3 Essential and optional parts of letters 3.4 Practice	6	12
4	Inquiries 4.5 Introduction to inquiries and writing plan 4.6 Writing the letter (exercise) 4.7 Replying to a request for information 4.8 Active & passive. Tense 4.9 Vocabulary exercise	4	
5	Quotations: Format and Style 5.1 Calling a quotation 5.2 Receiving a quotation 5.3 Related abbreviations 5.4 Vocabulary exercise 5.5 Writing exercise based on above	4	
6	Written Arrangement 6.1 Arranging a business trip 6.1.1 Booking a hotel 6.1.2 Preparing itinerary accommodation 6.1.3 Confirming a booking 6.1.4 Future tense 6.1.5 Developing the letter 6.1.6 Business appointments 6.2 Vocabulary exercise	6	

7	Sales and Counter Proposal 7.1 Introduction and writing plan of sales letter 7.2 Receiving sales letter 7.3 Proposal & Counter proposal 7.4 Related phrases 7.5 Planning of counter proposal 7.6 Writing counter proposal 7.7 Vocabulary	6	
8	Order & Dispatch 8.1 Introduction & writing plan for orders 8.2 Acknowledge orders for goods and services 8.3 Instruction on methods of dispatch for goods	6	
9	Complaints 9.1 Introduction and writing plans 9.2 Replying complaints 9.3 Use of active and passive voice 9.4 Use of adverb 9.5 Related exercises	6	
10	Collection letters and Reminders 10.1 Introduction and plan to write collection letter 10.2 Writing of reminder 10.3 Writing of second reminder 10.4 Final notice 10.5 Vocabulary exercise	4	

11	Advertisement for job 11.1 Concept of advertisement 11.2 Responding advertisement 11.3 Drafting advertisement 11.4 Practice exercises	14	6
12	Writing Job applications 12.1 Writing CV and covering letter 12.2 Letter for interview 12.3 Letter refusing Job 12.4 Letter offering job 12.5 Resignation	4	10
13	Interviews 13.1 How to prepare for a interview 13.2 Casual interviews 13.3 Specific interviews 13.4 Job interviews 13.5 Writing covering letter	5	
14	Memorandum 14.1 Concept of memo 14.2 What is memo 14.3 Long and short memo 14.4 Formal and informal memo 14.5 Practice of memos	6	8

15	Dealing with visitors 15.1 Confirm and cancel appointments 15.2 Taking and relying messages 15.3 Maintaining appointment book and message forms 15.4 Apologize all types of visitors and callers	8	12
16	Meetings 16.1 Introduction and Types of meeting 16.2 Documents required for meeting	6	
17	Preparation for Meeting 17.1 Agenda 17.2 Difference between an agenda and chairman's agenda 17.3 Prepare notice and agenda	8	8
18	Minutes 18.1 Writing minutes 18.2 Style and format of minutes	6	10
19	Report writing 19.1 What is a report 19.2 Types of report 19.3 Parts of report 19.4 Format and style of report 19.5 Compilation of report	4	12
	Total	113	78

LIST OF TOOLS AND EQUIPMENTS
(For a Class of 25 Students)

SR. NO.	NOMENCLATURE OF EQUIPMENT / TOOLS	QUANTITY
1.	A Computer with CD drive	1-No
2.	U-shape class room equipped with 25 chairs and desks with headphones	1-No.
3.	Cassette Player	1-No.
4.	A White board for demonstration	1-No.
5.	Flip Chart Stand	1-No.
6.	Multi Media Data Projector with screen	1-No.
7.	USB pen drive (512 MB Kingston) for the trainee	1-No.

EMPLOYABILITY OF PASS OUTS

1. Front desk worker in any customer services provider
2. Salesman in any marketing company.
3. Public Relation Representative in any NGO or social service organization.
4. A sales/marketing representative.
5. Student co-coordinator or counselor in any education center.
6. A clerk in an English Medium School
7. A clerk in any office

MINIMUM QUALIFICATION OF TEACHERS

1. Masters in English Literature.
2. Strong command over language is a pre-requisite.
3. Must have an exposure of at least 1 year of teaching spoken English in any language institute.

REFERENCE BOOKS

SR. NO.	BOOK NAME	AUTHOR NAME
1	Business English Communication 8 th Edition	Clark Zimmer R Timer Via
2	Murphy Grammar	Raymoud Murphy
3	Well Spoken	Gaynor & Ramsey
4	Plenty to Say	Gaynor & Ramsey
5	International Business English	Leo Jones & Richard Alexander
6.	Business Class	David Cotton & Sue Robbin
7.	Headway Series (Oxford) Pre-Intermediate	
8	Essential English Grammar (Elementary)	Raymond Murphy
9	Certificate in English	

NAMES OF NATIONAL CURRICULUM & REVIEW COMMITTEE MEMBERS

Sr #	Name	Designation	Organization	Contact / Email
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