

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UARVAC1	VALUE ADDED COURSE	40	2			
<b>Course Title</b>		<b>Business Communication</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>Lesson 1 – Communicating in Business &amp; Lesson 2 – Planning what you are going to say</b> The Functions of Business Communication – Business and other styles of Communication – Reasons For writing and speaking – Getting the right reaction – Assembling & ordering information and Arguments.	8
II	<b>Lesson 3 – Laying out Documents &amp; Lesson 4 – Constructing Sentences and Paragraphs</b> - Letters – Memos and Emails – Reports – Incorporating Tables and Charts –What is a sentence – Building sentences into paragraphs – How sentences and paragraphs affect the way you speak.	8
III	<b>Lesson 5 – Good Business Style &amp; Lesson 6 – Techniques for Different Occasions</b> Using the right tone – Choosing the right words – Speaking clearly – Making Requests – Answering Requests – Writing Sales letters – Conducting Meetings – Making Complaints – Answering Complaints – Clarifying complex problems – Writing Reports – Making Presentations.	8
IV	<b>Lesson 7 – Common Grammatical Mistakes &amp; Lesson 8 – Punctuation</b> Nouns and Pronouns – Verbs – Adjectives and Adverbs – Prepositions – Conjunctions – Phrases and Clauses – Full Stops – Commas – Semicolons – Colons – Brackets – Dashes – Apostrophes – Quotation Marks – Exclamation Marks – Question marks – Hyphens.	8
V	<b>Lesson 9 – Spelling and Vocabulary &amp; Answers to Exercises</b> Commonly Misspelt Words – Commonly Confused Words – Answers to Exercises – Glossary.	8

<b>Text Book(s):</b>
1. Michael Bennie, A Guide to Good Business Communication, 5 <sup>th</sup> Edition, How to books Ltd, Oxford, United Kingdom, 2009.
<b>Reference Book(s):</b>
1. Balan, K. R. and Rayudu C. S. (1996) Effective Communication, Beacon, New Delhi. 2. Ghanekar, A(1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
<b>Web Resource(s):</b>
1. <a href="https://www.nextiva.com/blog/what-is-business-communication.html">https://www.nextiva.com/blog/what-is-business-communication.html</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
CO1	Observe the functions and various styles of Business Communication	<b>K 1</b>
CO2	Indicate the right way of laying out the documents and constructing the sentences.	<b>K 2</b>
CO3	Determine the correct words for reports, presentations and requests	<b>K 3</b>
CO4	Distinguish between the common grammatical mistakes and in punctuations	<b>K 4</b>
CO5	Express the ideas and skills in the business Communication	<b>K 5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	2	3	0	0	3	2	3	1	0	<b>1.7</b>
<b>CO2</b>	3	2	3	0	0	3	1	3	3	0	<b>1.8</b>
<b>CO3</b>	2	3	3	0	0	3	2	2	1	0	<b>1.6</b>
<b>CO4</b>	3	2	3	0	0	2	1	3	2	0	<b>1.6</b>
<b>CO5</b>	3	2	3	0	0	1	3	3	3	0	<b>1.8</b>
<b>Mean Overall Score</b>											<b>1.7</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. Mohamed Ismail**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UARVAC2	VALUE ADDED COURSE	40	2			
<b>Course Title</b>		<b>ARABIC FOR MEDICAL TOURISM</b>					

SYLLABUS		
Unit	Contents	Hours
I	Medical Terminology in Arabic	8
II	Medical Terminology in Arabic	8
III	<b>Arabic Conversation</b> Introduction, About the Hospital, Consulting the Doctor, the Diseases, the Surgery	8
IV	<b>Arabic Conversation</b> In the Lab, At a Chemist Shop, the Drugs	8
V	Field Work	8

**Text Book(s):**

1. Collections from various Books. Compiled by: Department of Arabic, Jamal Mohamed college, Trichy- 626020

**Reference Book(s):**

1. Arabic for Hospital Staff, Dr. M.F. Siddiqui, Dr. Lodha, New Delhi, India.

**Web Resource(s):**

1. [https://tourism.gov.in/wellness-medical-tourism#:~:text=Medical%20tourism%20\(also%20called%20medical,well%20as%20complex%20surgeries%2C%20etc.](https://tourism.gov.in/wellness-medical-tourism#:~:text=Medical%20tourism%20(also%20called%20medical,well%20as%20complex%20surgeries%2C%20etc.)

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the medical terminologies in Arabic.	K 1
CO2	Discuss the various medical terminologies.	K 2
CO3	Dramatize the consultation with a doctor, enquiry about the diseases etc.	K 3
CO4	Compare the dialogues which is to be used in labs, drugstores and other places	K 4
CO5	Choose the opt medical terminologies by doing field work	K 5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	0	2	1	3	0	3	2	1	1.8
CO2	3	3	0	3	2	1	0	1	3	3	1.9
CO3	2	3	0	3	3	2	0	3	3	1	2
CO4	3	3	0	3	1	2	0	3	3	2	2
CO5	3	3	0	1	2	2	0	3	2	2	1.8
<b>Mean Overall Score</b>											<b>1.9</b>
<b>Correlation</b>											<b>Medium</b>

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Dr. A.M. Ali Ibrahim**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23PARVAC1	VALUE ADDED COURSE	40	2			
<b>Course Title</b>		<b>JOURNAL ARABIC</b>					

SYLLABUS		
Unit	Contents	Hours
I	Introduction of Journals	8
II	Political Terminology	8
III	Economical Terminology.	8
IV	Social & Science Terminology	8
V	Sports Terminology	8

<b>Text Book(s):</b>
1. Compiled by Dr. M. Abdul Khadar, <b>Collections from Various Arabic Journals</b> , Department of Arabic, Jamal Mohamed College, Tiruchirappalli.
<b>Reference Book(s):</b>
1. Journalistic Arabic, Prof. V.P.Abdul Hameed, Prof.N.K.Abdul Haleem.
<b>Web Resource(s):</b>
1. <a href="https://industryarabic.com/guide-to-arabic-formal-letters/">https://industryarabic.com/guide-to-arabic-formal-letters/</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the Journalistic expressions and usages in Arabic.	K 1
CO2	Associate the various political terminologies used in Arabic Magazines & Journals.	K 2
CO3	Apply the different terms related to economics in Arabic.	K 3
CO4	Classify the social and science terminologies available in social media platforms.	K 4
CO5	Choose the usages relevant to sports	K 5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	3	3	0	0	3	3	0	0	2	1.7
<b>CO2</b>	3	2	3	3	0	2	0	2	0	2	1.7
<b>CO3</b>	3	3	3	0	0	3	2	1	0	1	1.6
<b>CO4</b>	2	3	2	3	0	3	1	3	0	2	1.9
<b>CO5</b>	3	3	1	2	0	2	1	3	0	2	1.7
<b>Mean Overall Score</b>											<b>1.72</b>
<b>Correlation</b>											<b>Medium</b>

**Course Coordinator: Mr. A. Ahamed Shahul Hameed**