

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24UARVAC1	VALUE ADDED COURSE	30	-	-	100	100

Course Title	Business Communication
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SYLLABUS		
Unit	Contents	Hours
I	Lesson 5 – Good Business Style & Lesson 6 – Techniques for Different Occasions Using the right tone – Choosing the right words – Speaking clearly – Making Requests – Answering Requests –	6
II	Writing Sales letters – Conducting Meetings – Making Complaints – Answering Complaints – Clarifying complex problems – Writing Reports – Making Presentations.	6
III	Lesson 7 – Common Grammatical Mistakes & Lesson 8 – Punctuation Nouns and Pronouns – Verbs – Adjectives and Adverbs – Prepositions – Conjunctions – Phrases and Clauses – Full Stops – Commas	6
IV	Semicolons – Colons – Brackets – Dashes – Apostrophes – Quotation Marks – Exclamation Marks – Question marks – Hyphens.	6
V	Lesson 9 – Spelling and Vocabulary & Answers to Exercises Commonly Misspelt Words – Commonly Confused Words – Answers to Exercises – Glossary.	6

Text Book(s):
1. Michael Bennie, A Guide to Good Business Communication, 5 th Edition, How to books Ltd, Oxford, United Kingdom, 2009.
Reference Book(s):
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.
Web Resource(s):
1. https://www.nextiva.com/blog/what-is-business-communication.html

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

Course Coordinator: Dr. A. Mohamed Ismail

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	24UARVAC2	VALUE ADDED COURSE	30	-	-	100	100
Course Title		ARABIC FOR MEDICAL TOURISM					

SYLLABUS		
Unit	Contents	Hours
I	Medical Terminology in Arabic	6
II	Medical Terminology in Arabic	6
III	Arabic Conversation Introduction, About the Hospital, Consulting the Doctor, the Diseases, the Surgery	6
IV	Arabic Conversation In the Lab, At a Chemist Shop, the Drugs	6
V	Project Work	6

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.

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

Course Coordinator: Dr. A.M. Ali Ibrahim

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	24PARVAC1	VALUE ADDED COURSE	30	-	-	100	100
Course Title		JOURNAL ARABIC					

SYLLABUS		
Unit	Contents	Hours
I	Introduction of Journals	6
II	Political Terminology	6
III	Economical Terminology.	6
IV	Social & Science Terminology	6
V	Sports Terminology	6

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

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

Course Coordinator: Mr. A. Ahamed Shahul Hameed