

AC – 20.04.2024

Item No. – 5.10 (N) Sem II (14b)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in ENGLISH	
UG First Year Programme	
Semester II	
Title of Paper	Credits 2/ 4
Academic and Business Writing (English)	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Academic and Business Writing (English) Although academic and business writing often belong to divergent domains of professional activity, an interdisciplinary approach allows us to see the multiple commonalities they share in essence and characteristics. Both academic and business writing are professional, structured and persuasive forms of writing that depend on cogent arguments, logical progression, citable evidence, and precise vocabulary. We are transitioning to a world where professions are becoming increasingly networked and inherently interdisciplinary. A working knowledge of the fundamentals of both academic and business writing—of their specific uses and their common elements—can be beneficiary to learners in either or both academic and business contexts. Although the target audience is different in both cases, it is undoubtedly true that improving academic and business writing skills will benefit any learner who aims to communicate and convince their audience through clear, articulate, well-developed and evidence-based writing.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: <ol style="list-style-type: none"> 1. To familiarize learners familiar with the basics of academic and business writing. 2. To enable learners to develop an idea into simple academic texts, eg essay or review. 3. To make learners aware of the risks of plagiarism and the importance of correct citation. 4. To enable learners to write persuasively in simple business contexts, eg. resumes, emails, and business proposals.
8	Course Outcomes: At the end of the course, learners will be able to: <ol style="list-style-type: none"> 1. Understand the basic types and features of academic and business writing. 2. Develop their ideas into well-structured academic essays and reviews. 3. Correctly use references in their writing through proper citation and bibliography. 4. Write effectively in business contexts like job resumes, workplace emails and business proposals.
9	Modules:- Per credit One module can be created

Module 1: (15 Lectures)	ACADEMIC WRITING
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A) Academic Writing: Definition, Types, Characteristics

B) Process of Developing an Idea:

- Sourcing information: Primary sources (eg. Surveys), Secondary sources (Print, Digital)
- Structuring and sequencing
- Editing and Proof-reading

C) Writing an academic review: Review of book/ film/ web-series

D) - What is Plagiarism and how to avoid it

- Importance of Citation: In-text citation, footnotes, endnotes
- How to write a Bibliography

[Note to teachers: Please emphasize on a practical approach in Sections B, C and D.]

Module 2: (15 Lectures)	BUSINESS WRITING
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A) Business Writing: Definition, Types, Characteristics

B) Writing Effective Resumes:

- difference between resume, CV and bio-data
- styles of resumes
- keywords in resume writing
- covering letter

C) Writing and Responding to Business Emails:

- Enquiries, Orders, Complaints, Adjustments

D) Drafting a Business Proposal

[Note to teachers: Please emphasize on a practical approach in Sections B, C and D.]

Text Books: N.A.

References:

- Appleman, Jack. *Ten Steps to Successful Business Writing*. Association for Talent Development, 2017.
- Atkinson, Ian. *The Financial Times Essential Guide to Business Writing: How to Engage, Persuade and Sell*. Pearson Education, 2012.
- Boros, Claudine.L. *The Essentials of Business Writing*. Research and Education Association, 1996.
- Canavor, Natalie. *Business Writing Today: A Practical Guide*. Sage Publications, 2018.
- Candlin, Christopher, Peter Crompton and Basil Hatim. *Academic Writing Step by Step: A Research-Based Approach*. Equinox Publishing, 2016.
- Garner, Bryan. *HBR Guide to Better Business Writing*. Harvard Business Review Press, 2012.
- Giltrow, Janet, Richard Gooding, Daniel Burgoyne, Marlene Sawatsky. *Academic Writing: An Introduction (Third Edition)*. Broadview Press, 2014.
- Godfrey, Jeanne, and Melinda Whong (eds.). *What is Good Academic Writing? Insights into Discipline-Specific Student Writing*. Bloomsbury Publishing, 2020.
- Leki, Ilona. *Academic Writing: Exploring Processes and Strategies*. St Martins Press, 1998.
- Prinz, Patricia, and Birna Arnbjörnsdóttir. *The Art and Architecture of Academic Writing*. John Benjamins Publishing Company, 2021.
- Read, Siew Hean. *Academic Writing Skills for International Students*. Bloomsbury Publishing, 2018.
- Roe, Steven Charles, and Pamela Den Ouden. *Academic Writing: The Complete Guide*. Canadian Scholars Publishing, 2018.
- Stockard, Olivia. *The Write Approach: Techniques for Effective Business Writing*. Emerald Publishing, 2011.
- Watson, Jane. *Business Writing Basics*. Self-Counsel Press, 2007.

Web References:

- <https://corporatefinanceinstitute.com/resources/career/business-writing/>
- <https://www.eapfoundation.com/writing/what/>

- www.indeed.com/career-advice/career-development/academic-writing
- <https://www.sydney.edu.au/students/writing/types-of-academic-writing.html>
- <https://technicalwriterhq.com/writing/business-writing/>
- <https://writingcenter.unc.edu/tips-and-tools/business-letters/>
- <https://www.coursera.org/learn/writing-for-business> (MOOC)
- <https://www.udemy.com/course/the-business-writing-course> (MOOC)
- <https://www.coursera.org/learn/introduction-to-academic-writing> (MOOC)
- <https://www.edx.org/learn/writing/technische-universitat-munchen-academic-writing-made-easy> (MOOC)
- https://onlinecourses.swayam2.ac.in/cec20_ge29/preview (MOOC on academic writing)

12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	<p>Continuous Evaluation through:</p> <ul style="list-style-type: none"> • Performance in tutorial-based activities (during lectures) or class tests: 10 marks • Written assignments or projects (based on practical approaches): 10 marks <p>Learners will have to write and submit written assignments in a timely manner.</p> <p>Suggested Activities:</p> <ul style="list-style-type: none"> • Writing a short academic/research essay based on learning from Module 1 B • Writing a book/ film/ web-series review • Writing or arranging a bibliography • Writing a resume adapted to different job applications • Business email writing exercises • Writing a proposal for a start-up / entrepreneurship 	

14	<p>Format of Question Paper: for the final examination</p> <p>(A) <i>External / Semester End Examination</i> <i>Marks: 30</i> <i>Time: 1 Hours</i></p> <p>Q1 Essay Type Questions (Attempt Any One out of two Based on Unit I). Marks 10</p> <p>Q.2 Essay Type Questions (Attempt Any One out of two Based on Unit II). Marks 10</p> <p>Q.3 Short Notes/Problem (Attempt Any Three out of five Based on all Units). Marks 10</p>
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