

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : English
Name of the Faculty : Ms. P. Stephy Monisha
Course Title : Business Writing
Course Code : 25CE/ME/BW13
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify the key features of effective business writing in various formats and contexts	K1
CO2	understand the fundamentals of business writing, including style, tone, and language	K2
CO3	apply principles of effective communication in business letters and interoffice correspondence	K3
CO4	analyse and craft persuasive,well-organized business documents	K4
CO5	evaluate diverse forms of business writing and discuss the contextual factors influencing communication in various professional settings	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	1	1.1 Introduction to Business Writing	K1-K6	1	1-5	Lectures, Video-based Learning, Classroom discussion	Case Analysis Of Business Writing Examples
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Types of Business Writing 1.3 Business English Vocabulary–Acronyms, Abbreviations	K1-K6	4	1-5	Lectures, Video-based Learning, Classroom discussion	GroupWork on Examples, Vocabulary Exercises, In-class Quiz
July 2 – July 8, 2026 (Day Order 1- 6)	1&2	1.3 BusinessEnglish Vocabulary–Idioms 2.1 Purpose and Significance of Bank Correspondence	K1-K6	4	1-5	Lectures, Video-based Learning, Classroom discussion	Spot-The-Idiom Tasks, Class Discussions
July 9 – 16, 2026 (Day Order 1- 6)	2	2.2 Types of Bank Correspondence (Loan Requests, Overdraft Facilities,	K1-K6	4	1-5	Lectures, Classroom discussion	Role Play (Bank–Client Scenarios)

		Account-Related Inquiries)					
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Types of Bank Correspondence (Loan Requests, Overdraft Facilities, Account-Related Inquiries)	K1-K6	4	1-5	Lectures, Classroom discussion	Draft Writing (Loan Request, Extension)
July 25 – 28, 2026 (Day Order 1- 3)	2	2.3 Practical Writing Tasks (Request for Loan, Extension of Loan, Overdraft facility)	K1-K6	2	1-5	Lectures, Classroom discussion	Draft Writing (Loan Request, Extension)
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	4	4.1 Letter of Application and CV	K1-K6	2	1-5	Lectures, Classroom discussion	Component I: Group presentation (25 marks)
Aug 7 – 14, 2026 (Day Order 1- 6)	4	4.2 Interoffice Communication – Minutes of the Meeting, Memo, Notice	K1-K6	4	1-5	Lectures, Classroom discussion	Writing Tasks

Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.1 Offers	K1-K6	4	1-5	Lectures, Classroom discussion	Group Draft Of An OfferLetter, Peer Evaluation
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	3	3.2 Quotations	K1-K6	4	1-5	Lectures, Classroom discussion	Drafting a Quotation,Peer Evaluation
Sep 3 – 11, 2026 (Day Order 1- 6)	3	3.3 Complaints and Replies	K1-K6	4	1-5	Lectures, Classroom discussion	Role Play (Customer Complaints) Component II: Drafting a cover letter and CV (25 marks)
Sep 15-17, 2026 (Day Order 1 - 3)	3	3.4 Reminders (payment)	K1-K6	2	1-5	Lectures, Classroom discussion	WritingTasks
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 Evolution from Traditional to Digital Communication	K1-K6	2	1-5	Lectures, Classroom discussion	Comparing a traditional communication method (e.g., letters, faxes) with a digital method (e.g.,

		5.2 Key Differences between Formal and Informal Digital Communication					emails, instant messaging)
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 Challenges in Digital Communication: Tone, Brevity, Security Considerations	K1-K6	4	1-5	Lectures, Classroom discussion	Short Message Drafts for Digital platforms
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.4 Professional Etiquette for Instant Messaging	K1-K6	4	1-5	Lectures, Classroom discussion	Brainstorm Etiquette Rules, Spotting Etiquette Adherence and Violations in Samples
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						