



TECHNO INDIA UNIVERSITY
WESTBENGAL

Syllabus for 4-Years B.A (H) in Business English



Department of English

**Techno India University, West Bengal
EM-4, EM Block, Sector V,
Bidhannagar, Kolkata -700091, West
Bengal**



4-Years B.A (H) in Business English

Course Curriculum

Semester I

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T11101	Classical European Literature	3	1	0	4
2	TIU-UEN-MI-T11101	Romantic Literature - I	3	1	0	4
3	TIU-UPY-CVA-T1101	Psychology: Approach to Health and Society	2	0	0	2
4	TIU-UWS-CVA-T1101	Women and Gender studies	2	0	0	2
1	TIU-UCS-MD-S1101	Fundamentals of Applied Digital Technologies for the Humanities -I	2	0	2	3
2	TIU-UEN-AEC-S1101	Communicative English- I	2	0	0	2
3	TIU-UEN-SEC-S1101	Writing, Editing, Translation	2	1	0	3
Total Credit						20



Semester II

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T12101	Classical and Other Ancient Literatures of India	3	1	0	4
2	TIU-UEN-MI-T12101	Romantic Literature-II	3	1	0	4
3	TIU-UCH-CVA-T1201	Environmental Sciences	2	0	0	2
4	TIU-UED-CVA-T1202	Educational Perspective	2	0	0	2
1	TIU-UCS-MD-S1201	Fundamentals for Applied Digital Technologies for the Humanities –II	2	0	2	3
2	TIU-UEN-AEC-S1201	Communicative English- II	2	0	0	2
3	TIU-UEN-SEC-S1201	Creative Writing	2	1	0	3
Total Credit						20



Semester III

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T21203	English Literature from 14th to 17th Century	3	1	0	4
2	TIU-UEN-MJ-T21204	English Literature of 17th and 18th Century	3	1	0	4
3	TIU-UEN-MI-T21201	Literature and the Other Arts	3	1	0	4
4	TIU-UCS-MD-T21202	AI Tools for Business Applications	3	0	0	3
5	TIU-UEN-AEC-T2101	Heritage of Modern Indian Languages -I	2	0	0	2
1	TIU-UEN-SEC-S2101	Content Writing I: Print and Radio	2	0	0	2
2	TIU-UEN-SEC-S2102	Presentation Skills	0	0	2	1
1	TIU-UEN-SEC-S2103	Print and Digital Reportage	0	0	2	2
Total Credit						22



Semester IV

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MI-T22201	Literature and Law	3	1	0	4
2	TIU-UEN-MJ-T22203	Modern European Drama	3	1	0	4
3	TIU-UEN-MI-T22210	Public Relations and Advertising	3	1	0	4
4	TIU-UEN-AEC-T2201	Heritage of Modern Indian Languages -II	2	0	0	2
1	TIU-UEN-SEC-S2201	Content Writing II: Blogging and Vlogging	2	0	0	2
2	TIU-UEN-SEC-S2202	Writing for Social Media	2	0	0	2
1	TIU-UEN-SEC-S2203	Business Communication and Soft Skills	2	0	0	2
2	TIU-UEN-SEC-I2201	Internship:I	0	0	4	2
Total Credit						22



Semester V

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T31301	Crime Fiction	3	1	0	4
2	TIU-UEN-MJ-T31302	American Literature	3	1	0	4
3	TIU-UEN-MJ-T31304	Postcolonial Literature	3	1	0	4
4	TIU-UEN-MI-T31301	Media and Communication Studies	3	1	0	4
1	TIU-UEN-SEC-S3101	Content Writing III: Social Media	2	0	0	2
2	TIU-UEN-SEC-S3102	Computer Skills: Business Intelligence Tools	00	00	02	2
1	TIU-UEN-SEC-S3103	Introduction to Digital Humanities	00	00	02	2
Total Credit						22



Semester VI

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T32303	Popular Literature	3	1	0	4
2	TIU-UEN-MJ-T32304	Indian Writing in English	3	1	0	4
3	TIU-UEN-MJ-T32310	Literature of the 19th Century	3	1	0	4
4	TIU-UEN-MJ-T32311	Literature and Cinema	3	1	0	4
5	TIU-UEN-MI-T32301	Leadership and Team Management	3	1	0	4
1	TIU-UEN-SEC-I3201	Internship :II	0	0	4	2
Total Credit						24



Semester VII

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T41401	Introduction to Literary Theory I	3	1	0	4
2	TIU-UEN-MJ-T41410	English Literature 1900-1950	3	1	0	4
3	TIU-UEN-MI-T41410	History of Mass Media	3	1	0	4
4	TIU-UEN-MJ-T41411	Travel Writing	3	1	0	4
5	TIU-UEN-MJ-T41412	Long-Form Graphic Narrative	3	1	0	4
1	TIU-UEN-SEC-S41401	Creation of Ad-Campaigns	1	0	2	2
1	TIU-UEN-SEC-S41402	Implementation-Based Project	0	0	4	2
Total Credit						24



Semester VIII
With research

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T42401	Academic Writing	3	1	0	4
2	TIU-UEN-MI-T42301	Detailed Study of a Shakespeare Play	3	1	0	4
3	TIU-UEN-MJ-T42402	Research Methodology	2	0	0	4
4	TIU-UEN-SEC-D4201	Dissertation	0	0	24	12
Total Credit						24

Semester VIII
(Without research)

Sl. No.	Course Code	Course Title	Contact Hrs. / Week			Credit
			L	T	P	
1	TIU-UEN-MJ-T42401	Academic Writing	3	1	0	4
2	TIU-UEN-MI-T42301	Detailed Study of a Shakespeare Play	3	1	0	4
3	TIU-UEN-MJ-T42410	Women's Writing	3	1	0	4
4	TIU-UEN-MJ-T42411	Literature and Visual Cultures	3	1	0	4
1	TIU-UEN-SEC-S42401	Workshop: Merging Written and Visual Content	2	0	2	3
2	TIU-UEN-SEC-S42402	Storyboarding for Films	2	0	2	3
1	TIU-UEN-SEC-S42403	Grand Viva	0	0	2	2
Total Credit						24