

Curriculum and Credit Framework

(as per Learning Outcomes based Curriculum Framework (LOCF) & NEP 2020)

For

Undergraduate Programme

BACHELOR OF ARTS in CULINARY ARTS

(To be effective from the Academic Session 2024-25)

YEAR II – Semester 3 and Semester 4 Courses



Department of Management

Gurugram University, Gurugram

(A State Govt. University Established Under Haryana Act 17 Of 2017)



Course Code	Course Title	Credits			
		L	T	P	Total
Semester III					
240/BACA/CC301	Practice School - Operational Internship	-	-	11	11
MI	From UG Pool	-	-	-	4
MD	From UG Pool	-	-	-	3
AE	From UG Pool	-	-	-	2
Total Credits					20
The duration of the Operational Internship will be 20 weeks. Assessment will be done as per the provisions in the course curriculum provided in this document. The courses in the pool will be delivered via blended mode in accordance to the scheme provided for the courses in the pool.					
Semester IV					
240/BACA/CC401	An Exploration of Indian Cuisine	2	-	2	4
240/BACA/CC402	Culinary Management	2	-	2	4
240/BACA/CC403	Kitchen Design and Planning	3	-	1	4
VO	From UG Pool	-	-	-	4
AE	From UG Pool	-	-	-	2
VA	From UG Pool	-	-	-	2
Total Credits					24
Note: L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination.					
After successfully completing 2 nd Year, if a student is exiting the programme after Second Semester and securing 92 Credits including 4 Credits of Summer Internship, will be awarded UG Diploma in Hospitality Management. The Summer Internship Report of 4 Credits and 4-6 weeks duration shall be submitted by the candidates in the manner as specified by the department and as per the scheme of the programme.					



Course Code	Course Title	Credits			
		L	T	P	Total
Semester III					
240/BACA/CC301	Practice School - Operational Internship	-	-	11	11
MI	Practice School - Operational Internship	-	-	4	4
MD	Practice School - Operational Internship	-	-	3	3
240/BACA/AE306	English Language in Professional Context	-	-	2	2
Total Credits					20
The duration of the Operational Internship will be 20 weeks. Assessment will be done as per the provisions in the course curriculum provided in this document. The courses in the pool will be delivered via blended mode in accordance to the scheme provided for the courses in the pool.					
Semester IV					
240/BACA/CC401	An Exploration of Indian Cuisine	2	-	2	4
240/BACA/CC402	Culinary Management	2	-	2	4
240/BACA/CC403	Kitchen Design and Planning	3	-	1	4
240/BACA/VO404	Marketing for Culinary Industry	2	-	2	4
240/ BACA/AE406	English for the Diverse World	-	-	2	2
240/BACA/VA407	Introduction to Data Analytics	-	-	2	2
Total Credits					24
Note: L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination.					
After successfully completing 2 nd Year, if a student is exiting the programme after Second Semester and securing 92 Credits including 4 Credits of Summer Internship, will be awarded UG Diploma in Hospitality Management. The Summer Internship Report of 4 Credits and 4-6 weeks duration shall be submitted by the candidates in the manner as specified by the department and as per the scheme of the programme.					



Semester III

Practice School - Operational internship (Course Code: 240/BACA/CC301)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	11	11	-	-	85	190	275

An industry internship of 18 weeks in any standard category of culinary business.

See below for example of internship report. This report will be completed weekly and signed off by the workplace supervisor and the student. The compiled report will be submitted to the external examiner for assessment and grading.

1) Log Book:

- A log book is an important communication tool to record relevant information pertaining to the a day wise record of progress made with the Industry project.
- Logbook shared by ISH has to be filled as per schedule and to be submitted along with the Report.
- A screenshot of the Weekly Workplace Service and Reflective Log is shared as under for ready reference.

Weekly Workplace Service and Reflective Log: Service Period 1			
Date		Shift Start Time	Shift End Time
Service area (list areas you worked in)			
Service period details			
What functions did you perform this week?			
Equipment used			
Adjustments made for Special Customer Requests (if any):			
Supervisor checklist (workplace supervisor to complete)			Satisfactory
Did the student successfully demonstrate evidence of their ability to do the following?			
Follow company SOPs in the specific area			
Identify and use appropriate alternatives in case of special requests			
Use planning and organizational skills to prioritize, sequence and monitor tasks.			
Go the extra mile to create customer WOW moments			
Follow a work schedule to maximize efficiency, taking into consideration roles and responsibilities of other team members.			
Complete end of shift procedures including storage of items, cleaning of work areas and participate in debrief or hand over session.			
Supervisor comments			
Supervisor's signature		Date	
Student's signature		Date	

- Attendance:** Shared by the Training Manager at the end of Operational Internship



3) Report

The Report submitted should have the following sequence:

- i. Title Page
- ii. Training Certificate of Completion signed by the Training Manager.
- iii. Certificate by Supervisor at the Institute i.e. ISH
- iv. Declaration by Trainee
- v. Acknowledgement
- vi. Introduction
- vii. Company Profile
- viii. Mission & Vision
- ix. Departments of the hotel
- x. Different Services of the Hotel
- xi. Organizational Chart of the Hotel
- xii. **Details of the Food Production Department (Department Specific Functions, SOPs, Layout, Org Chart, Layout, Software used, Various Segments)**
- xiii. SWOT Analysis of the Hotel / Organization
- xiv. Awards & Accolades
- xv. Certifications of the Hotel (if any)
- xvi. Skills acquired during Training
- xvii. Problems, Suggestions and Conclusion
- xviii. Bibliography
- xix. Screenshots / Copies of positive comments / compliments / certificates by guests / staff / supervisors / managers for the trainee

Following guidelines should be adhered to

- i. The typing should be done on both sides of the paper (instead of single side printing)
- ii. The font size should be 12 with Times New Roman font.
- iii. The project Report should be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.
- iv. The paper should be A-4 size.
- v. Two copies meant for the purpose of evaluation may be Hard bound in paper (Black only with letters in Gold colour)- and submitted to the approved authority.

4) Viva Voce

Students will present a PPT of 8 – 10 slides on the basis of the Internship undertaken in front of a panel of Experts followed by Viva Voce.

Assessment will be on the basis of a Rubric pertaining to Log book, Report, Presentation and Viva Voce which will be shared closer to date.

Formats of Hard Bound Cover, Front Page (inside the project) Certificates etc. is appended with this mail.



Semester IV

An Exploration of Indian Cuisine (Course Code: 240/BACA/CC401)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
1	1	2	4	15	35	15	35	100

Course Description:

Indian food is a celebration of diversity, reflecting the country's vast geographical and cultural landscape. Each region boasts its unique culinary traditions, resulting in a kaleidoscope of flavours that range from the fiery curries of the south to the aromatic biryanis of the north, in this course the students will explore the rich tapestry of Indian food, a cuisine known for its vibrant spices, diverse textures, and unparalleled depth of taste.

Course Objectives:

The objective of this course is to:

- CO1 Understand the cultural, historical, and regional influences on Indian cuisine, recognizing the diverse culinary traditions, significance of spices, cooking methods, and local ingredients.
- CO2 Acquire hands-on culinary skills to prepare various regional Indian dishes, learning to balance flavours and use traditional techniques for authentic meal creation.
- CO3 Analyse Indian cuisine's flavour complexities and engage in menu design projects that showcase a variety of regional dishes, highlighting the richness of India's culinary diversity

Units (Theory):

Unit I: Introduction and Evolution of Indian Cuisine

- Introduction, History & Origin
- Ayurveda, Influence of Foreign Invaders and Traders
- Influence of Mughal Raj
- Influence of British Raj

Unit II - Factors affecting Indian Cuisine

- Role of spices & seasoning
- Role & Identification of Ingredients
- Indian Festivals, Religion & Culture
- Food Additives, Indian Breakfast
- Indian Regional Snacks and Comfort Food

Unit III: Indian Cookery

- Rice, Breads, and Dessert
- Introduction, Types, Equipment & Tools
- Cooking Method Involved,
- Famous preparations, Regional preparations, Classic Combinations

Unit IV: Indian Thali Concept

- Introduction, Features, Composition,
- Classification, Regional Thali Preparations

Units (Practical):

Unit I: Introduction to Indian Cuisine

- Identification of traditional kitchen equipment
- Identification of basic ingredients
- Analyse spices and blends and ingredients



Unit II: Indian Basic Gravies

- Basic gravies in different regions
- Wet masala and pastes
- Role of food additives

Unit III: Regional and Sub Regional Cuisine

- Southern, Western, Northern, Comfort Food
- Appetizer, Bread/Rice Preparation
- Main Course
- Accompaniments, Dessert

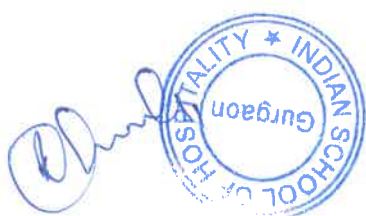
Indian Thali Concept

- Introduction to Indian thali concept
- Prepare balanced thali
- Regional thali preparations

Suggested Readings:

- Bali, P. S. (2011). *Quantity Food Production Operation and Indian Cuisine* (First ed.). New Delhi: Oxford University Press.
- Kalra, J. S., & Gupta, P. (1986). *Prashad Cooking with Indian Masters* (First ed.). Mumbai: Allied Publishers Private Limited.
- Singh, Y. (2015). *A Culinary Tour of India*. New Delhi: I.K. International Publishing House Pvt. l.

An Exploration of Indian Cuisine											
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03
C01	3	2	2	–	3	2	2	–	2	3	2
C02	3	2	2	2	2	3	–	2	2	2	3
C03	3	3	3	2	2	3	2	2	3	2	3



Semester IV

Culinary Management (Course Code: 240/BACA/CC402)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
2	-	2	4	15	35	15	35	100

Course Description:

This course provides a comprehensive understanding of control mechanisms in the food and beverage (F&B) industry. It covers both theoretical and practical aspects of cost control, inventory management, revenue optimization, and budgeting in hospitality operations. Students will learn to apply principles of F&B control through simulations and real-world applications such as POS systems, costing exercises, and break-even analyses. Emphasis is placed on sustainable practices and data-driven decision-making to enhance profitability and reduce waste in F&B establishments.

Course Objectives:

The objective of this course is to:

- CO1 Explain the objectives and methods of food and beverage control in hospitality operations.
- CO2 Apply inventory control techniques and pricing strategies using industry tools.
- CO3 Analyse cost and revenue data to support menu planning and profitability.
- CO4 Develop budgets, perform variance analysis, and evaluate break-even points for business decisions.

Units (Theory):

Unit 1: Food & Beverage Control

- Introduction to Food & Beverage Control
- Objectives of F&B Control
- Methodology of F&B Control
- Role of Control in F&B Operations

Unit II: Inventory Controls

- Introduction to Inventory Controls
- Methods of Inventory Control
- Levels & Techniques of Inventory Control
- Pricing of Commodities

Unit III: Concept of Revenue, Cost & Costing

- Introduction to the Concept of Cost & Revenue
- Relation of Cost to Revenue
- Classification of Costs in F&B
- Cost associated with F&B Ops

Unit IV: Budget, Variance & Breakeven Analysis

- Define Budget & Budgetary Control
- Calculation of Selling Price
- Standard Cost, Costing & Variance
- Break-even Chart – PV Ratios, Contribution & Marginal Costing

Units (Practical):

Unit I: Food and Beverage Control Applications

- Setting up F&B controls in a startup café
- Use of POS system to track cost & waste



- Design a sustainable F&B control system

Unit 2: Inventory Control Practices

- FIFO/LIFO/ABC exercises with dummy data
- Inventory valuation and cost tracking
- Physical inventory tracking using POS reports
- Forecasting and reducing food waste

Unit 3: Revenue & Costing in Practice

- Costing a recipe – fixed and variable components
- Using costing sheets for menu engineering
- Profitability improvement in a quick-service outlet

Unit 4: Budgeting & Break-even Analysis (7.5 Hours)

- Create a budget for a food outlet
- Selling price based on different cost structures
- Calculate and interpret cost variances
- Prepare a break-even chart and analyse profitability

Suggested Readings:

- DITTMER, P. THE CULINARY INSTITUTE OF AMERICA. (2006). Principles of Food, Beverages, and Labor Cost Controls: WITH Supervision in the Hospitality Industry, Applied HR 5r.e. , John Wiley & Sons, USA, ISBN-10: 047014002X
- DOPSON, L. HAYES, D. (2015). Food and Beverage Cost Control 6th Edition, Wiley, USA, ISBN-10: 1118988493
- MILLER, J. HAYES, D. DOPSON, L. (2004) Food and Beverage Cost Control, John Wiley & Sons, USA, ISBN-10: 0471477877
- LEVINSON, CHARLES. Food and beverage operation: cost control and systems management 2nd Edition, ISBN 0-13-322819-3

Culinary Management												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	2	3	2	1	1	3	2	1	2	2	3	3
C02	2	3	2	3	1	3	2	2	2	3	3	3
C03	2	3	3	2	2	3	2	2	2	3	2	3
C04	3	3	3	2	2	3	2	3	2	3	2	3



Semester IV

Kitchen Design and Planning (Course Code: 240/BACA/CC403)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
2	-	2	4	15	35	15	35	100

Course Description:

This course is designed to give students the basic concepts of kitchen design and engineering. Students will learn about the principles of modern kitchen design, including the use of sleek lines, minimalism, and functional design. Students also learn how to choose the right materials, finishes, and appliances to achieve the modern look. Additionally, students learn how to work with home styler, this subject lets you create 3D models of kitchen designs, making it easy to visualize ideas and make changes.

Course Objectives:

The objective of this course is to:

- CO1 Understand the principles and workflow of commercial kitchen design and layout
- CO2 Identify and assess equipment needs and ergonomic considerations in kitchen planning.
- CO3 Apply hygiene and safety standards in kitchen design, including ventilation and pest control.
- CO4 Use design tools and sustainable practices to create functional, modern kitchen spaces.

Units (Theory):

Unit I: Kitchen Layout and Design

- Principles of kitchen layout and design
- Factors affecting kitchen design
- Flow of workspace and allocation
- Layout out of commercial kitchen, Budgeting

Unit II: Requirement for commercial kitchen

- Types of equipment's
- Heating, cooling, developing specifications for kitchen equipment's
- Planning of kitchen support services

Unit III: Kitchen Ergonomics

- Introduction, Work triangle
- Incorporating Kitchen ergonomics in commercial setup
- Types of kitchen layout

Unit IV: Hygiene Factors

- Exhaust systems
- Drainage and drainpipe management system
- Pest control systems

Units (Practical):

Practical

Unit I: Kitchen Layout and Design

Workflow Analysis

Budgeting Simulation

Design Challenge

Unit II: Requirements for Commercial Kitchens

Equipment Audit



Specification Development

Support Services Planning

Unit III: Kitchen Ergonomics

Work Triangle Optimization

Ergonomic Assessment

Layout Comparison

Unit IV: Hygiene Factors

Exhaust System Maintenance

Drainage Management Workshop

Pest Control Simulation

Hygiene Protocol Design

Suggested Readings:

- Arduser, L. (2005). HACCP & Sanitation. USA: Atlantic Publishing Group.
- Association, N. R. (1992). Food Service Sanitation. USA: The Educational Foundation of the National Restaurant Association.
- Baden-Powell, C. (2005). Architect's Pocket Book of Kitchen Design. Routledge; 1st edition.

Kitchen Design and Planning											
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03
C01	1	2	2	2	1	1	–	–	–	–	2
C02	–	2	1	2	–	2	–	–	–	–	2
C03	1	–	–	1	3	1	–	–	–	3	–
C04	1	2	–	3	2	2	–	2	2	2	2



Semester IV

Marketing for Culinary Industry (Course Code: 240/BACA/MI404)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
2	-	2	4	15	35	15	35	100

Course Description:

Marketing is an integral component of the success of any product or service offerings. In today's hyper-connected and hyper-competitive ecosystem, the culinary industry's success cannot be imagined without effective marketing. Culinary marketing is constantly evolving but some marketing themes are unique to the world of culinary. The course is a basic introduction to the principles of marketing. It is designed to empower the students with culinary marketing skills and at the same time enable the student to discover the challenges that one would encounter daily across different formats of marketing concepts.

Course Objectives:

The objective of this course is to

- CO1 To Identify the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- CO2 To Explain the importance of marketing within local and global economic systems
- CO3 To Analyse the importance of marketing within hospitality organizations and the necessary relationships between marketing and other functions of business.
- CO4 To Differentiate between effective and ineffective marketing strategies with regards to the needs & expectations of different market segments in hospitality.

Units (Theory):

Unit I: Introduction to Marketing

- Marketing of Goods vs. Marketing of Services
- Traditional Marketing Mix
- Hospitality Marketing Mix
- Managing Customer Relationships and Capturing Customer Value

Unit II: Marketing Process

- Market Environment
- Market Segmentation
- Market Targeting
- Market Positioning

Unit III: Marketing Channels

- Channel Strategies
- Retailing and retailer marketing decisions
- Wholesaler types and trends in wholesaling
- Supporting franchisee relationships via marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Formats
- Sales Promotions
- Introduction to Public Relations tools and techniques



- Event Marketing

Units (Practical):

Unit I: Introduction to Marketing

- Immersion - Goods and Services Marketing
- Customer Relationships
- Capturing Customer Value

Unit II: Marketing Process

- Environment & Segregation Immersion
- Targeting & Positioning

Unit III: Marketing Channels

- Strategies Simulation
- Retail Marketing
- Wholesaler Marketing
- Franchise Marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Sales Promotion
- Public Relations
- Event Marketing

Suggested Readings:

- Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Prentice Hall. (2017). Principles of Marketing, 17th edition. New Jersey, USA.
- Robert D. Reid and David C. Bojanic. (2012). Hospitality Marketing Management

Marketing for Culinary Industry											
C0s	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03
C01	2	3	3	2	2	2	1	-	2	-	2
C02	1	3	-	-	1	2	2	-	3	-	3
C03	2	3	3	1	2	3	1	-	3	-	2
C04	3	3	3	2	-	3	1	-	3	-	2

Semester IV

English for the Diverse World (Course Code: 240/BACA/AE406)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	2	2	-	-	15	35	50

Course Description:

This communication module equips hospitality management students with essential cross-cultural communication skills, building on their internship experiences. Through interactive sessions, students will explore cultural frameworks, customer service adaptation, difficult workplace communication, and the development of cultural intelligence. The course integrates reflective exercises, case studies, and role-plays to prepare students for dynamic, multicultural professional environments.

Course Objectives:

The objective of this course is to:

- CO1 Understand the impact of cultural differences on communication within hospitality operations
- CO2 Demonstrate effective customer service communication that adapts to diverse cultural expectations
- CO3 Navigate difficult conversations in multicultural workplaces with emotional intelligence
- CO4 Develop cultural intelligence (CQ) and a global mindset essential for future hospitality careers

Units (Practical):

Unit I: Foundations of Cross-Cultural Communication

- Understanding Culture and Communication - Definitions, elements, and cultural influences on communication
- Cultural Frameworks and Theories - Hofstede's dimensions, Hall's high/low context cultures, and time orientation
- Verbal and Non-Verbal Communication Across Cultures - Body language, tone, gestures, silence, and eye contact in different regions
- **Cultural Perceptions and Miscommunication** - Ethnocentrism vs. cultural relativism, stereotypes, and misinterpretations

Unit II: Cross-Cultural Customer Service in Hospitality

- **Guest Expectations Across Cultures** - Perceptions of luxury, personal space, formality, and service speed
- **Adapting Service Styles to Cultural Norms** - Flexibility in communication and interaction styles based on guest background
- **Cultural Scripts and Service Rituals** - Greeting customs, tipping behaviour, complaint handling, and conflict management
- **Language Sensitivity and Inclusive Language** - Using clear, respectful, and inclusive language with non-native speakers.

Unit III: Navigating Communication Challenges in Multicultural Workplaces

- **Understanding Difficult Conversations** - Causes: conflict, feedback, performance issues, and emotional triggers.



- Structuring the Conversation Professionally - Using clarity, assertiveness, and frameworks like SBI (Situation-Behaviour-Impact).
- Emotional Intelligence in Workplace Communication - Empathy, self-regulation, cultural empathy, and listening skills.
- Tone, Language, and Non-verbal Sensitivity - How delivery affects message interpretation across cultures.

Unit IV: Cultural Intelligence and Global Hospitality Careers

- The Four Components of Cultural Intelligence (CQ) - CQ Drive, CQ Knowledge, CQ Strategy, CQ Action.
- Intercultural Teamwork and Leadership Styles - Leading and working in diverse hospitality teams.
- Adaptability and Continuous Learning - Flexibility, open-mindedness, and feedback-seeking behaviour.
- Career Readiness for Global Hospitality Roles - Building a global mindset, interview communication, and intercultural professionalism.

Suggested Readings:

- Beamer, L., & Varner, I. (2007). *Intercultural communication in the global workplace*. McGraw-Hill
- Meyer, E. (2014). *The culture map: Breaking through the invisible boundaries of global business*. Public Affairs

English for the Diverse World												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	2	–	2	–	2	–	3	2	3	2	2	1
C02	2	2	3	–	3	–	3	–	3	2	2	2
C03	2	–	2	1	3	–	3	1	2	2	1	2
C04	3	–	2	1	3	1	3	2	3	3	3	3



Semester IV

Introduction to Data Analytics (Course Code -240/ BACA /VA407)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	2	2	-	-	15	35	50

Course Description:

This course introduces students to Microsoft Excel as a powerful business tool for data management, analysis, and decision-making in the hospitality sector. Through a hands-on, practical approach, students will develop foundational and advanced Excel skills, enabling them to analyse operational data, generate reports, and visualize trends relevant to hospitality businesses. The curriculum integrates real-world applications from hospitality operations to enhance analytical thinking and business intelligence, preparing students for data-driven roles in hotels, restaurants, event planning, and tourism management. The course also emphasizes accuracy in computations, logical functions for scenario building, and visual storytelling using charts and pivots.

Course Objectives:

The objective of this course is to:

- CO1 Recall and explain key elements and functions of Microsoft Excel.
- CO2 Apply Excel tools and functions to perform data formatting, basic calculations, and text manipulation
- CO3 Analyse and interpret operational hospitality data using logical functions and data visualization tools.
- CO4 Create and evaluate dynamic dashboards and summaries using pivot tables and consolidated data techniques.

Units (Practical):

Unit I: Introduction to Excel

- Introduction & Basics of Excel
- Elements, Worksheets
- Formulae and functions
- BODMAS, Rounding
- Inserting images

Unit II: Functions in Excel

- Formatting
- Rows & Columns, Comments
- Advanced functions (count if, sum if, average if, today)
- Date and Time
- Dealing with text
- Inserting Charts in excel
- Logical functions - (if, and, or), - comparison operators (=, , ...)

Unit III: Mathematical Concepts in Excel

- Cell referencing
- Percentage (Increase and Decrease)



- Conditional Formatting with data
- Formatting
- Mean, Median and Mode
- Pivots

Unit IV: Topic – Data Handling

- Hospitality Operations
- Summarising and consolidating data
- Data validation: cell control
- Data Visualization

Suggested Readings:

- Schmulder, J. (2016). Statistical analysis with Excel for Dummies. John Wiley Sons, Inc.

Introduction to Data Analytics												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	2	–	1	2	–	–	2	–	2	1	–	–
C02	2	2	2	2	–	–	2	–	2	2	2	–
C03	3	3	3	3	–	–	2	–	3	3	2	1
C04	3	3	3	3	–	–	3	–	3	3	3	2



Semester 3

English Language in Professional Context (Course Code: 240/BACA/AE301)

CREDITS				MARKS				
L	T	P	Total	TI	TE	PI	PE	Total
-	-	2	2	-	-	15	35	50

Course Objectives: This two-credit course is an experiential learning course with the core idea to have students reflect on and document how language skills - communication, writing, or even multilingual interactions—are used during their internships. Instead of traditional classes, the course would rely on their real-world experiences, with the output being a report or portfolio they submit at the end of the semester. The course emphasizes reflective writing, professional documentation, and critical analysis of workplace interactions to create a polished report for internship evaluation.

Learning Outcomes:

- CO1: Analyze and document daily workplace communication experiences (e.g., emails, meetings, client interactions) in a structured format.
- CO2: Develop a professional report that reflects personal growth, challenges, and skills applied during the internship.
- CO3: Demonstrate self-awareness through critical self-evaluation of communication experiences.
- CO4: Produce a clear, concise, and well-organized report that meets academic and professional standards.

Course Structure:

- Task 1:** Write a **one-page proposal** in the first week of internship - outlining the internship role, company, and expected communication tasks (e.g., client emails, team meetings tasks assigned individually and in groups etc.).
- Task 2: Documenting Daily Communication** - Maintain a daily journal with a focus on categorizing communication: formal meetings, emails), informal (team discussions), and external (client interactions) during Week 3 & 4. Prepare a communication log summary on daily interactions, challenges, and skills applied (1-2 pages).
- Task 3: Reflective Analysis of Communication Experiences** - Draft the self-evaluation report (1-2 pages), discussing strengths, areas for improvement, and lessons learned during Week 5 to 7).
- Task 4: Summarizing Projects and Skills** - Highlight 3-5 significant projects or tasks OR key experiences from their internship describe three to five key experiences, an analysis of language skills gained, how it enhanced the abilities and skills applied in 1500 words. It must be submitted along with the Daily Journal prepared and the Self-evaluation report.

Marking Scheme:

PI - 30%		PE - 70%		
Weekly Communication Log (15%)	Self-Evaluation Draft (15%)	Project Summary (20%)	Final Report (30%)	Presentation (20%)



Reference:

1. Schall, J. (2015). Style for Students Online.
2. Eisenberg, A. (1992). Effective Technical Communication. McGraw-Hill.
3. Boston University College of Communication. Internship Report Format. .
4. Compilatio.net. (2023). Internship Report: Outline and Examples.
5. Indeed.com. (2025). How To Write an Effective Internship Report (With Examples).

Self-Development Report												
C0s	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01												
C02												
C03												
C04												

