

Sr. No.	Programme	Name of Course	Course ID
1	BHHA NEP : Bachelor of Science in Hospitality & Hotel Administration	Business Language – Professional Email Writing	240/HHA/AE301
2	BAICA : Bachelor of Arts (International Culinary Arts) and BAICA(ABFD) NEP : Bachelor of Arts in International Culinary Arts specialization in Advanced Bakery & Food Production	Professional Culinary Language	240/ICA/AE301
3	BBA in Hospitality Management	English language in professional context	240/BBAHM/AE301
4	BA in Culinary Arts	Self Development Report	240/BACA/AE301
5	B.A. English (Single Major and Multidisciplinary)	English Language and Communication : Level-3	240/ENG/AE301
6	B.A. Sanskrit (Single Major)	संस्कृत भाषा एव. सम्प्रेषण-3	240/SKT/AE301
7	UG Hindi single major	हिंदी भाषा और संप्रेषण -3	240/HIN/AE301

CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

240/HHA/AE301

Semester 3
Business Language- Professional Email Writing
Course ID - 240/HHA/SE306

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	2 Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
			✓			

Introduction to the Course:

This course is designed to develop the written communication competencies required in professional hospitality environments, with a primary focus on crafting effective business emails. Students will gain a comprehensive understanding of the role of email as a formal communication tool in hospitality, explore various email types and etiquettes, and learn to manage workplace communication scenarios with clarity and professionalism. The curriculum introduces students to the structure and formatting of professional emails, including best practices for subject lines, tone, document attachments, and response styles. Emphasis is placed on the SART model (Situation, Action, Response, the next step) for scenario-based writing and the 7 Cs of communication - completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to ensure impactful and reader-focused correspondence. Through hands-on practice, hospitality-specific case scenarios, and exposure to professional standards, learners will be equipped to write coherent, polite, and purposeful emails that meet the expectations of global business and service-oriented workplaces.

Course Outcome: After completing the course, learners would be able to:

- CO1: Explain the significance of email communication in the hospitality industry and identify various types of emails along with the ethical and professional considerations involved.
- CO2: Demonstrate appropriate use of email etiquette, tone, and formatting conventions to enhance clarity, readability, and professional tone in hospitality correspondence.
- CO3: Construct well-organized professional emails by applying the standard structural components and using frameworks like SART to communicate effectively in hospitality-specific situations.
- CO4: Apply the 7 Cs of communication -completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to write impactful, audience-oriented business emails in real-world hospitality contexts.

Detailed Syllabus:

UNIT I:

Introduction to Business Email Communication: Role of Email in Business & Hospitality; Common Types of Emails (Inquiry, Complaint, Confirmation, Apology, Request, Update); Flaming in Emails – What it is and how to avoid it; Forwarding Emails – Ethics and best practices.

UNIT II:

Email Etiquette and Professional Tone: Email Etiquette - Do's and Don'ts (Tone, Formality, Response Time); Crafting Effective Subject Lines; Salutations and Closings - Tone and Context; Paragraphing, Spacing, and Readability.

UNIT III:

[Signature]

Structure and Format of Professional Emails: Basic Structure of an Email (Recipient, Subject, Salutation, Lead-In, Body/Answer, Lead-Out, Signature); Attaching Documents & Writing with Clarity; The SART Framework in Hospitality Email Writing (Situation, Action, Response, the next step); Writing Emails Based on SART Scenarios.

UNIT IV:

7 Cs of Effective Email Communication: Completeness; Conciseness; Clarity; Concreteness; Correctness; Courtesy; Consideration.

Textbook:

- Guffey, M. E., & Loewy, D. (2022). Essentials of Business Communication (11th Edition). Cengage Learning.
- Bovee, C. L., & Thill, J. V. (2021). Business Communication Today (15th Edition). Pearson.

Other Recommended Textbooks

- Treasure, Julian. How to be Heard: Secrets for Powerful Speaking and Listening. Mango Media, 2017.
- Van Slyke, Eric. Listening to Conflict: Finding Constructive Solutions to Workplace Disputes. AMACOM, 1999.
- Hickey, Diana. Email Etiquette Made Easy: A Step-by-Step Guide to Writing Effective Emails. Independently published.
- Harvard Business Review Staff. HBR Guide to Better Business Writing. Harvard Business Review Press.
- Strunk, William, & White, E. B. The Elements of Style. Pearson.

Final Assessment (FA)

Theory Internal (TI)	15 marks
Theory External (TE)	35 marks
Final Assessment (FA) = (TI+TE)	50 marks

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern

Section A	Seven Short answer type questions covering all units. All compulsories.	7*1=7 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2

CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Multidisciplinary Course from the department for pool of the Courses in the University
(These courses are to be offered to students of different discipline/Subject)

Semester 3
Self-development Report
Course ID-

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
0	0	6	3	0	0	25	50	2 Hours

Type of Course: - Multidisciplinary Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
		√				

Introduction to the Course:

Supervised work experience can greatly enhance a student's ability to secure premium graduate positions in the industry and increase their earnings and promotion prospects. The module enables students to focus on their learning in the workplace and be more self-aware of their key competencies to promote effective self-development while enhancing practical knowledge in operational roles. Learners will be required to concentrate on specific organisational practices, assessing and reflecting on their personal development and learning. This will be documented through an internship report. Students will utilize concepts, theories, and models from the mandatory modules completed during the first, second, and third semesters of their program to analyse the assigned topics for the project.

Course Outcome: After completing the course learners will be able to:

CO1: Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

CO2: Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.

CO3: Exhibit an understanding of the commercial/business environment and provide opportunities to evaluate experiences with international organizational practices.

CO4: Enhance their employability and employment prospects upon graduation.

Detailed Syllabus:

Unit I:

Personal Goals and Pre-Internship Self-Assessment - Introduction and personal learning objectives, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), pre-internship self-assessment on professional and technical competencies, goal setting for the internship period (technical, behavioural, soft skills), expectations from the organization and self.

Average	3	3	3	3
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Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
Average	3	3	3	3

240/ICA/AE301

Professional Culinary Language

Subject code - CAEC304

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
0	0	4	2	0	0	50	0	__Hours

Type of Course: - Ability Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC including Vocational Courses (VOC))	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation

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Introduction to the Course:

Supervised work experience can greatly enhance a student's ability to secure premium graduate positions in the industry and increase their earnings and promotion prospects. The module enables students to focus on their learning in the workplace and be more self-aware of their key competencies to promote effective self-development while enhancing practical knowledge in operational roles.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

CO2. Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.

CO3. Exhibit an understanding of the commercial/business environment and provide opportunities to evaluate experiences with international organizational practices.

CO4. Enhance their employability and employment prospects upon graduation.

Detailed Syllabus:

Unit - I

Understanding Culinary Workplace Practices and Self-Appraisal- Overview of culinary workplace structure (kitchen brigade, F&B operations, supply chain), role identification and responsibilities during the internship, daily log keeping and performance tracking.

Unit -II

Reflective Practice in Culinary Learning- Concepts of experiential learning in a culinary setting, analysing mistakes, challenges, and critical incidents in the kitchen or service area and writing structured reflective journal entries related to daily culinary tasks

Unit -III

Culinary Professional Language and Email Communication- Characteristics of professional communication in culinary settings (brief, courteous, precise), structure and tone of professional emails in the kitchen and F&B contexts, writing formal communication for: requesting inventory/supplies, communicating shift changes or leave and responding to complaints or kitchen issues.

Unit - IV

Internship Report and Final Review - Compiling an internship report including: Introduction to the workplace, Key responsibilities and experiences, reflective entries integrated into report structure, challenges faced and solutions adopted, application of academic theories/models, professional presentation and formatting of the report, final personal development summary and future action plan.

Assessment

Practical Internal	50 Marks (Reflective Writing or Report or Presentation or Viva or Final Practical)
Final Assessment	50 Marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
Average	3	3	3	3

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3
CO2	3	3	3	3
CO3	3	3	3	3
CO4	3	3	3	3
Average	3	3	3	3

Semester 3

English Language in Professional Context (Course Code: 240/BBAHM/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:

- C01: Analyze and document daily workplace communication experiences (e.g., emails, meetings, client interactions) in a structured format.
- C02: Develop a professional report that reflects personal growth, challenges, and skills applied during the internship.
- C03: Demonstrate self-awareness through critical self-evaluation of communication experiences.
- C04: 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												



240/BACA/AE301

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												
COs	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
CO1												
CO2												
CO3												
CO4												



240/ENG/AE301

Semester 3

Course Code - AEC- 3

English Language and Communication: Level- 3

Max Marks: 50

Theory: 35

Internal Assessment: 15

Course objectives:-

CO	Description
CO-1	To enhance reading comprehension and analytical skills by engaging with complex texts, identifying main ideas, and interpreting nuanced meanings.
CO-2	To cultivate critical thinking skills by constructing well-reasoned arguments, evaluating evidence, and engaging in thoughtful debate and discussion.
CO-3	To leverage digital tools and media effectively for communication purposes, including social media, blogs, and multimedia presentations.

Course outcomes:-

CO	Description
CO-1	The students will understand the importance of reading and comprehension.
CO-2	They will learn the practical use of interview and presentation skills.
CO-3	This will boost their word power.

Contents of the Course:

Unit I: Reading and Comprehension

Summarizing and Paraphrasing

Unit II: Interview Skills, Seminar Skills, Presentation Skills Data Interpretation – Bar

Graph, Pie Chart, Tree Diagram

Unit III: Vocabulary: Homonyms, Homophones, Pair of words, Idiomatic

Expressions

Unit IV: Common errors in the use of English (Noun, Pronoun and Adjectives)

Suggested Readings:

Singhal, Suresh. *Effective Business Communication Skills for All*, Monika Prakashan, 2021.

Bienvenu, Sherron. *The Presentation Skills Workshop: Helping People Create and Deliver Great Presentations*. Amacom Books, 2006.

Brians, Paul. *Common Errors in English Usage*. Franklin, Beedle & Associates, 2003.

McNamara, Danielle S. *Reading Comprehension Strategies: Theories, Interventions, and Technologies*. Psychology P, 2007.

Instructions to the Paper Setters:

1. Question No 1 will be compulsory and will have 7 parts based on all the four Units and the students will be required to attempt all the 7. 7 marks

Question No 2 and 3 will be set on Unit-I covering the entire Unit. Students will be required to attempt any one. 7 marks

Question No 4 and 5 will be set on Unit-II covering the entire Unit. Students will be required to attempt any one. 7 marks

Question No 6 and 7 will be set on Unit-III covering the entire Unit. Students will be required to attempt any one. 7 marks

Question No. 8 and 9 will be based on Unit-IV having 7 parts each covering the entire Unit. Students will be required to attempt any one of these 7 marks

Evaluation of Internal Assessment (Theory) will be based on the following components.

i. Class Participation 4 Marks

ii. Seminar/Presentation/Assignments/ Quiz 4 Marks

iii. Class Test 7 Marks

Exam Total 15 Marks