



TECHNO INDIA UNIVERSITY
WESTBENGAL

Syllabus for 2-Years MA in Business English



Department of Business English

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



2-Years M.A in Business English

Course Curriculum

Semester I

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	MBE101_TIU	British Literature–19 th Century	03	00	00	3	
2	MBE102_TIU	Literary Theory: An Introduction	03	00	00	3	
3	MBE103_TIU	New Media: An Introduction	03	00	00	3	
4	MBE104_TIU	Computers and SEO Skills (Advanced)	02	00	00	2	
5	MBE105_TIU	Communication Skills (TOEFL and IELTS)	01	00	02	3	
Practical							
1	MBE101L_TIU	Digital Marketing - Project	00	00	02	2	
2	MBE102L_TIU	Computers and SEO Skills (Advanced) - Lab	00	00	02	2	
Sessional							
1	MBE101S_TIU	Entrepreneurship Skill Development (ESD)	0	2	0	2	
2	MBE102S_TIU	Career Advancement Skill Development (CASD)	2	0	0	2	
Total Credits						22	



Semester II

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	MBE201_TIU	Disability Studies & Literature	03	00	00	3	
2	MBE202_TIU	20 th Century Prose	02	00	00	2	
3	MBE203_TIU	20 th Century Drama	03	00	00	3	
4	MBE204_TIU	AI Applications for Business- Advanced	03	00	00	3	
5	MBE205_TIU	Presentation Skills - Advanced	02	00	00	2	
6	MBE206_TIU	Print and Digital Reportage	03	00	00	3	
Practical							
1	MBE201L_TIU	Copywriting for Industry-Lab	00	00	02	2	
Sessional							
1	MBE201S_TIU	Entrepreneurship Skill Development (ESD)	0	2	0	2	
2	MBE202S_TIU	Career Advancement Skill Development (CASD)	2	0	0	2	
Total Credits						22	



Semester III

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	MBE301_TIU	Literature & Censorship	03	00	00	3	
2	MBE302_TIU	Historical Fiction, History and Theory	03	00	00	3	
3	MBE303_TIU	Dalit Literature	03	00	00	3	
4	MBE304_TIU	Public Relations and Advertising	02	00	00	2	
5	MBE305_TIU	Digital Humanities-Advanced	03	00	00	3	
Practical							
1	MBE301L_TIU	Public Relations and Advertising (Lab)	00	00	02	2	
2	MBE302L_TIU	Social Media Management	00	00	02	2	
3	MBE303I_TIU	Internship	00	00	02	2	
Sessional							
1	MBE301S_TIU	Entrepreneurship Skill Development (ESD)	0	2	0	2	
2	MBE302S_TIU	Career Advancement Skill Development (CASD)	2	0	0	2	
Total Credits						24	



Semester IV

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
Theory							
1	MBE401_TIU	Performance Studies: An Introduction	03	00	00	3	
2	MBE402_TIU	Postcolonial Poetry	03	00	00	3	
3	MBE403_TIU	Children’s Literature	03	00	00	3	
4	MBE404_TIU	Story boarding for Films (Advanced)	03	00	00	3	
5	MBE405_TIU	Creating Content for Radio	02	00	00	2	
Practical							
1	MBE401L_TIU	Dissertation	00	00	02	2	
2	MBE402L_TIU	Story boarding for Films (Advanced)- Lab	00	00	02	2	
Sessional							
1	MBE401S_TIU	Entrepreneurship Skill Development (ESD)	0	2	0	2	
2	MBE402S_TIU	Career Advancement Skill Development (CASD)	2	0	0	2	
Total Credits						22	