



**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		
<b>Theory</b>							
1	MBE101_TIU	British Literature – 19 <sup>th</sup> 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)	03	00	00	3	
5	MBE105_TIU	Communication Skills (TOEFL and IELTS)	01	00	02	3	
<b>Practical</b>							
1	MBE101L_TIU	Digital Marketing - Project	00	00	02	2	
2	MBE102L_TIU	Computers and SEO Skills (Advanced) - Lab	00	00	03	3	
<b>Total Credits</b>						<b>20</b>	



*Semester II*

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
<b>Theory</b>							
1	MBE201_TIU	Disability Studies & Literature	03	00	00	3	
2	MBE202_TIU	20 <sup>th</sup> Century Prose	03	00	00	3	
3	MBE203_TIU	20 <sup>th</sup> Century Drama	03	00	00	3	
4	MBE204_TIU	AI Applications for Business - Advanced	03	00	00	3	
5	MBE205_TIU	Presentation Skills - Advanced	03	00	00	3	
6	MBE206_TIU	Print and Digital Reportage	03	00	00	3	
<b>Sessional</b>							
1	MBE201L_TIU	Copywriting for Industry - Lab	00	00	02	2	
<b>Total Credits</b>						<b>20</b>	



*Semester III*

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
<b>Theory</b>							
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	03	00	00	3	
5	MBE305_TIU	Digital Humanities - Advanced	03	00	00	3	
<b>Practical</b>							
1	MBE301L_TIU	Public Relations and Advertising (Lab)	00	00	03	3	
2	MBE302L_TIU	Social Media Management	00	00	02	2	
<b>Total Credits</b>						<b>20</b>	



*Semester IV*

Sl. No.	Course Code	Course Title	Contact Hrs./ Week			Credit	Page No.
			L	T	P		
<b>Theory</b>							
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	Storyboarding for Films (Advanced)	03	00	00	3	
5	MBE405_TIU	Creating Content for Radio	02	00	00	2	
<b>Practical</b>							
1	MBE401L_TIU	Dissertation	00	00	03	3	
2	MBE402L_TIU	Storyboarding for Films (Advanced) - Lab	00	00	03	3	
<b>Total Credits</b>						<b>20</b>	

