Course Design Document – Business English & Communication

1. About the Document:

This design document specifies all the decisions made about the course up to this time, including:

- Purpose of the course
- Intended outcome of the course
- Audience description
- Delivery method(s)
- What to train
  - High-level outline
  - Detailed lesson outlines
- Objectives of each lesson
- Assessments/exercises for each task

2. Purpose of the Design Document:

The purpose of the design document is to obtain agreement with all stakeholders about the vision and plan for the course. These parties include:

- Internal clients (BU SMEs) and reviewers
- Team members (iLD) working on the course
- External clients, if any

3. Sign-off:

At this point, obtaining a sign-off on the design document is important in ensuring agreement on the plan. Once an agreement is secured from key stakeholders work on developing the course materials can begin.

An approved course design document is required to release a course as an official curriculum

Key stakeholders for Design sign-off

- Designated Leader from BU (for BU-developed courses)
- Head of iLD

Contents of a Design Document

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Purpose of the Course:

The Business English course is designed to prepare associates to use English in a present or future work situation. Associates will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world. The course will enable them to improve their communication within and outside the organization

Audience Description:

The course is set for all associates from entry-level to managerial level at Intellect. The course is appropriate for associates who frequently communicate with teams across the globe. This is a course that is significant to all associates specifically in a customer-facing environment.

Course Objectives:

During this course, the learner will:

- Understand and locate tenses, forms of verbs, passive voices and active voices, question tags, prepositions and the like
- Be taught to read a passage and understand what is relevant and what is not
- Get a comprehensive idea of about writing for a wide variety of business contexts
- Understand the range of vocabulary that can be potentially used, according to each context, such as formal presentations and daily conversations

Learning Assessment:

There are no assessments involved in the course.

Instructional Strategies:

This is an instructor-led in-person course with a slide presentation and multiple illustrations. The following methods will be employed at various places in the course:

- Cases are taken as illustrations
- Facilitator-led discussion
- Common illustration discussions

- Scenario-based discussions

Media:

The course will utilize the following media

- Slide Presentation/Images/Logos/videos

Duration:

This course is divided into 4 blocks, taking approximately 6 hours in total.

- Pre-Training Activity: There is no pre-training activity
- Post-Training Activity: There is no pre-training activity

Course Scope:

The course contains **4** lessons. The lesson brief is given below:

Lesson	Topic List	Delivery Method	Duration	Practice check Method	Annexure
1	Grammar	Trainer-led PPTs	90 minutes	NA	NA
2	Reading	Trainer-led PPTs	90 minutes	NA	NA
3	Writing	Trainer-led PPTs	90 minutes	NA	NA
4	Vocabulary	Trainer-led PPTs	90 minutes	NA	NA

Activities Conducted:

Activity #	Activity	Objective	Duration	Annexure
1	Have the learners read and record the audio of having read a newspaper article or a product manual for 3 minutes continuously	Check their fluency and diction	45 minutes	NA
2	Have the learners write emails to a colleague, superior and customer	Check the structure, usage of words and grammar.	45 minutes	NA
3	Exercises on grammar	Clarity of language	45 minutes	NA

4	Have the learners come out with five unfamiliar words that they have encountered in their workplace – either through emails, meetings or any other interactions at the workplace	Better vocabulary	45 minutes	NA

Development Tools

The course was prepared in PPT and edited with video editing tools.

Ownership

The design and Development of the course is by M N Prasad

Course approved by Dr. Vinay Menon – SVP iLD

Course revision from time to time by M N Prasad

Approved facilitator: M N Prasad

Development Time

60 man-days (for course creation and editing as per guidelines)

Support Requirements

The course was developed completely by M N Prasad

Course Sign-off

Approved by:

Date:

Place:

Annexure

Not applicable