

### ABOUT VTU, BELAGAVI

**Visvesvaraya Technological University** is a collegiate public state university in Karnataka State, India. It was established by the Government of Karnataka. The university is named after **M. Visvesvaraya** from Karnataka, the only engineer to be awarded a "**Bharat Ratna**", the highest civilian award in India. Jnana Sangama, Belagavi is the headquarters of VTU. Additionally, the university has three regional centers in Bangalore, Gulbarga and Mysore. VTU is one of the largest universities in India with 212 colleges affiliated to it with an intake capacity of over 467,100 undergraduate students and 12,666 postgraduate students. The university encompasses technical and management fields which offer 30 undergraduate and 71 postgraduate courses. It has around 1800 PhD candidates. VTU has 13 QIP centers and 17 extension centers in its affiliated colleges offering postgraduate courses. It has around 2,305 departments recognized as research centers which are spread across its affiliated institutions in cities of Karnataka.

### AIET, MOODBIDRI

**Alva's Education Foundation (AEF)** established in 1995 with the vision of our Chairman **Dr. M. Mohan Alva** has succeeded in making Moodbidri, an Educational hub in the South Canara Region, with more than 25000 students pursuing various courses ranging from primary school to post-graduate courses in social sciences, pure sciences, engineering and management. There are 21 institutions functioning under the Alva's Education Foundation.

Alva's Institute of Engineering and Technology, Moodbidri is a Premier Engineering Institute of Alva's Education Foundation, established in the year 2008. The college is certified to the ISO 9001: 2008 standards. The institute offers top quality education in five under graduate programs in Engineering-Computer Science, Civil, Electronics & Communications, Information Science, and Mechanical Engineering-Three Post Graduate programs- Master of Technology in Thermal Power Engineering, Computer Science & Engineering, VLSI Design Embedded System and Master of Business Administration.

### DEPARTMENT OF MBA

The department was established in the year 2009. Known for understanding the dynamism in the business world, the department conducted a variety of Innovative programmes this year. The programmes were chalked out in such a manner that they not only proved beneficial for students in their academics, a new horizon of knowledge opened up for the students.

The department offers three specializations, Human Resources, Marketing and Finance. Students can also enroll in value-added certification courses of the three specializations. For the overall development of the students, there are classes in Soft-skills, Aptitude Training, English Enhancement, Newspaper Analysis, Computers and grooming- etiquette sessions. The main aim of these courses is to transform theory into reality.

### ABOUT BEC COURSE

**B1 Business Preliminary**, formerly known as **Cambridge English: Business Preliminary (BEC Preliminary)**, is one of **Cambridge English Qualifications**. It helps you to get the practical language skills you need to start doing business in English.

With a B1 Business Preliminary qualification, you show employers that you have a good knowledge of English for practical, everyday use in business.

### COURSE CONTENT

1. Introduction to BEC
2. Basics of English
3. Reading and Writing
4. Grammar and understanding
5. Reading notices and other short texts to understand the main message
6. Reading and understanding visual information
7. Reading – understanding when grammar is correct and understanding the structure of a text
8. Writing short messages to colleagues.
9. Writing business letters to people outside your company.

### RESOURCE PERSON

**1.Dr. Claret Mendonca**  
**Associate Prof. Department of MBA**

**2.Mrs. Shiny Joseph**  
**Asst. Prof. Department of MBA**



**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**A Unit of Alva's Education Foundation(R), Moodbidri**

**(Affiliated to VTU, Belgaum, Approved by AICTE, New Delhi, Recognized by Govt. of Karnataka)**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

***Certification Course on***  
***BUSINESS ENGLISH COMMUNICATION***

**Date: - 13<sup>TH</sup> OCTOBER 2016 TO 23<sup>RD</sup> FEBRUARY 2017**