

Syllabus – 1101 – English Medium

4 Credits

Semester I (110101)

Objectives: At the end of this semester, the student will:

- Understand the theory of Business Communication
- Learn to write grammatically correct sentences
- Develop basic reading and comprehension skills
- Learn to write letters of Enquiry.

Number	Topic	Hours	Credits
Unit 1	Theory of communication: The process, objectives, methods, channels and barriers to communication.	15	1
Unit 2	Empowerment English Lessons 1-5 Focus on: textual comprehension and vocabulary building. Grammar exercises on verb tenses, articles, prepositions, active-passive voice and correction of common errors.	15	1
Unit 3	Language and Layout of Business letters: Requisites of effective letter writing (the c's of communication); register of business correspondence; layout and parts of a business letter .	15	1
Unit 4	Business Letters: Enquiries and Replies to Enquiries: theory and practice.	15	1

Prescribed Text:

Empowerment English: Lalitha Krishnaswamy, N. Krishnaswamy and Revathy Krishnaswamy, Macmillan India Ltd., 2005

Recommended Texts:

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business. Shirley Taylor, Longman Pearson Education. 2004
3. Chetana English Grammar and Composition. A.A. Memon. Chetana Publication, 2008.
4. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor. Sheth Publishers.

Semester one: PATTERN OF EVALUATION:**Internal Assessment: 25 marks**

Students are required to collect at least ten newspaper clippings related to women's issues and write a paragraph responding to these. This will be a group activity of not more than 10 students per group.

External Assessment: 75 marks

- Question no. 1 is compulsory. It will carry 15 marks.
- Any 3 out of questions 2, 3, 4 and 5 carrying 20 marks each for all students.
- Question no.6 carrying 25 marks will be attempted only by external students and repeaters.

Details:

Question 1 – Compulsory - (15 marks) Theory of Communication: Concept, objectives, methods, channels and barriers.

- a) Theory: One out of two questions. 10 marks
- b) Objective questions: 5 marks (example: give a situation and ask student to identify channel, method, barrier etc.)

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Optional Questions:

Question 2 –

Comprehension (seen passage) / Vocabulary / Grammar. This will be from *Empowerment English* – lessons 1-5. (20 marks)

Question 3

Letter of Enquiry – 1 out of 2 (10 marks)

Reply to letter of enquiry – 1 out of 2 (10 marks)

Question 4

Short notes 2 out of 3 – 20 marks. (Care must be taken to see that full length theory questions and short notes do not overlap). Questions may be asked on layout, format, 4.c's, parts of a letter and other topics mentioned above.

Question 5

Testing Effective business writing skills – 20 marks.

Suggested questions: Correcting sentences, correct tone, remove jargon, remove negatives, remove ambiguity, make sentence clear, courteous, concise, re-write jumbled sentences, draft customer oriented sentence etc.

Question 6 – 25 marks (for external students and repeaters only)

- A) Rewrite letter in logical sequence – 10 marks (to test knowledge of logical sequence and formats)
- B) Question on letters of enquiry / replies to enquiry - any one out of two – 15 marks.