

**B.Com. II**  
**Semester III**  
**C.C. English (Higher Level)**  
**Computer Code 310301**  
**4 credits**

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

1. Learn to interpret visual data and write with clarity.
2. Develop the ability to logically construct an argument.
3. Learn to write business and regular office letters.

| Unit | Topic  | Weightage % | Lectures |
|------|--|-------------|----------|
| 1.   | <b>Interpreting data and writing with clarity:</b><br>Visual to Verbal / Verbal to visual. Bar charts / pie charts / maps, graphs, flow-chart. | 25          | 15       |
| 2.   | <b>Empowerment English: (11-15)</b><br>Comprehension: Reading for idea: Argumentative writing; letters to the editor.                          | 25          | 15       |
| 3.   | <b>Business Letters :</b><br>Credit / Collection : Theory and Practice   | 25          | 15       |
| 4.   | <b>Routine Business Correspondence:</b><br>Minutes / Notice / Circular / Memo – Theory and practice  | 25          | 15       |

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

**Recommended Books**

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. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor. Sheth Publishers.
4. Chetana English Grammar and Composition, A.A. Memon, Chetana Publication, 2008.

**SEMESTER III : PATTERN OF EVALUATION**

**Internal Assessment : 25 marks**

Students are required to write two letters to the editor on two current issues of about a hundred words each. This is an individual activity.

**External Assessment : 75 marks**

1. Question No. 1 is compulsory. It will carry 15 marks.
2. Any 3 out of question 2, 3, 4 and 5 carrying 20 marks each for all students.
3. Question No. 6 carrying 25 marks will be attempted **ONLY BY** external students and

repeaters.

**Details:**

**Question 1 – Compulsory – Comprehension – Unseen passage.** Focus on textual comprehension, vocabulary, grammar, personal response, picking out central idea, giving a title to the passage, picking up the main arguments. (15 marks)

**Optional Questions:**

**Question 2 – 20 marks**

Interpreting visual data – 10 marks

Representing verbal data into visual format – 10 marks (No options in this question)

**Question 3 – 20 marks**

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

Collection letter – 1 out of 2 (10 marks)

**Question 4**

Notice, Agenda and Minutes of the meeting – 20 marks OR

Theory question on Credit or Collection – 20 marks

**Question 5 – (Total- 20 marks)**

Drafting a memo – 10 marks

Drafting a circular – 10 marks

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

A) Letter to the editor – one out of two – 15 marks

B) Credit / Collection – one out of two – 10 marks