

B.Com. III
Semester VI
C.C. English (Higher Level) Paper VI
Computer Code 610601
4 credits

Objectives : By the end of this semester, the student should be able to:

1. Respond to socially relevant issues.
2. Write official reports
3. Prepare press releases and handouts.
4. Understand the role and importance of Public Relations in a business organization.

Unit	Topic	Weightage %	Lectures
1	Developing reading, analytical and linguistic skills and sensitizing the student to gender issues through the study of short stories. Stories – 10, 11, 12, 13 and 17 from the Inner Courtyard.	50	30
2	Business Correspondence: Report Writing – individual, and Committee with covering letters	25	15
3	Business Requirements: Press Releases (with covering letter)/Handouts/Role and Function to PR.	25	15

Prescribed Text:

The Inner Courtyard – edited by Lakshmi Holmstrom, Rupa Publications, 2006

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. Communication Skills – Lina Sen, Prentice Hall of India, New Delhi, 2008.
5. Business Communication Today – Bovee, Thill, Schatzman: Pearson Education, Seventh Edition.

SEMESTER TERN OF EVALUATION

Internal Assessment : 25 marks

Students are required to prepare committee reports on topics suggested by the teacher. This is a group 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 – 1 out of 2. A broad thematic question on stories taught from the Inner Courtyard (15 marks)

Optional Questions:

Question 2 – (Total 20 marks)

Short notes – 2 out of 3 – 10 marks each. Questions will be on individual short stories from the Inner Courtyard on plot, theme, and character. Please take care to see that questions 1 and 2 do not overlap.

Question 3 (Total 20 marks)

Draft a report – 1 out of 2 individual or Committee report. The Committee report must have a covering letter.

Question 4

Press release with covering letter – 1 out of 2 – 20 marks

Question 5

Short notices – 2 out of 3 – 10 marks each.

Questions will be on Public Relations and drafting handouts.

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

A) Draft a committee report – 15 marks – no options

B) Draft a handout -- 10 marks – no options

Additional Reading List:

1. Writing Reports: John Seely. Oxford 2002.
2. Publicity, Newsletters, Press Releases – Alison Baverstopch, Oxford, 2002.
3. Writing for the Internet – Jane Dorner, Oxford, 2002.

5. Writing a CV that Works – Paul MCGee, Indus Publishing Company, New Delhi.
6. The secret of Face-to Face Communication – Peter Urs Bender, Dr. Robert Tracz. Macmillan, 2001.
7. Mastering Business English (all four books in the series) – Orient Longman Publication.

Note: The Recommended and Additional Reading Lists provided for each of the semesters are not exhaustive; they are merely on indicative list. Teachers may feel free to refer to any other books on the prescribed topics.