

Bachelor of Commerce
Syllabus for Core Component (CC) English - Semester VI

Old Syllabus	Proposed Syllabus
CC English (HL)	Technical Writing II
610601	60611

	Cr	L	T	D (EE)	EE	IE	T
Exploring English Paper II	04	03	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
<p>Objectives: By the end of the semester, students should be able to:</p> <ol style="list-style-type: none"> 1. Respond to socially relevant issues. 2. Write official reports. 3. Prepare press releases and handouts. 4. Understand the role and implications of public relations in a business organisation. <p>Learning Outcomes:</p> <p>(Not mentioned)</p>	<p>Objectives:</p> <ol style="list-style-type: none"> 1. Introduce students to social issues through literary text. 2. Train students to write committee reports and emails. Refine their email writing skills, especially with a focus on email etiquettes. 3. Prepare students to make presentations, oral and digital. 4. Teach students to give and receive telephone messages and leave voice messages in formal/official situation. 5. Practice writing plain and English sentences. <p>Learning Outcomes:</p> <p>At the end of semester, students would be able to acquire the following competencies:</p> <ol style="list-style-type: none"> 1. Discuss social issues and improve their vocabulary. 2. Write committee reports, emails, phone messages in simple and effective English. 3. Acquire the required skill to make oral and digital presentations

Old Syllabus		Proposed Syllabus							
Unit	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Hours	Credits	Evaluation	
								IE Weightage	EE Weightage
1	Developing reading, analytical skills and sensitising the student to gender issues through the study of short stories from 'Inner Courtyard': 10, 11, 12, 13, 17	1 Reading and Vocabulary	Introduce students to social issues through a literary text and expand their vocabulary	<p>'Parasu Pator's Well', a novella by Indira Goswami, translated from Asomiya by Gayatri Bhattacharya</p> <p><i>Fresh Fictions</i>. Ed. North East Writer's Forum. Katha. 2005. (81-87649-44-5)</p> <p>OR</p> <p>Short stories from <i>The Inner Courtyard</i>. Recommended stories: 'My Beloved Charioteer' by Shashi Deshpande; 'The Meeting' by Shama Fatehally; 'Her Mother' by Anjana Appachana</p> <p><i>The Inner Courtyard</i>. Ed. Lakshmi Holmstrom. Rupa and Co. 1991. (9780001000308)</p>	25	15	1	5	20

2	Business Correspondence: Individual and Committee reports with covering letters	2. Business Correspondence and Telephone Communication	Train students to write correspondence routinely required at workplace	<p>A. Committee Reports with a covering letter</p> <p>B. Receiving and leaving clear messages on telephone; creating voice messages</p>	25	15	1	5	20
3	Business Requirements: Press release, Handouts, Functions of PR	3. Emailing and Social Media for Business	Refine students' emailing skills and train them to make presentations	<p>A. Cover the following topics about emailing Topics should be taught theoretically and demonstrated in class:</p> <p>1. Importance of a proper email id; writing a subject line in an email</p> <p>2. Reply and reply all; sending CC and BCC</p> <p>3. Email etiquette</p>	25	15	1	5	20

				<p>B. Presentation Skills. The following topics should be covered theoretically and practically:</p> <ol style="list-style-type: none"> 1. Difference between a presentation and a talk 2. Preparing a presentation (purpose, audience, plan) 3. Importance of rehearsal and body language 4. Handling questions and stage fright 5. General rules to make a good digital slide for presentations. 						
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4.		4. Effective Writing	Teach students basic rules to write simple and effective English	Cover the following elements of style, focusing on actual examples instead of grammar rules. 1. Prefer the active voice 2. Write concrete words 3. Use verbs 4. Prefer simple, known words; avoid Latin short forms 5. Maintain length variations in sentences and paragraphs	25	15	1	5	20

Evaluation Scheme:

Internal Examination: Weightage: 25 Marks

Written test on module I and IV: 25 Marks

Module III: 25 Marks

A project related to course content, chart display on social issues/themes of the stories, PPT presentations, role play or class notebook assessment: 25 Marks (An average of the above three assessment should be taken up to give internal marks.)

External Examination: Weightage: 75 Marks

- Attempt a question on Module I out of two given. The students are expected to write an essay type answer of not more than 800 words. (Marks: 15)
 - Objective questions on Module I (Marks: 10)
- Committee report with a covering letter. (Marks: 15)
 - Preparing telephone messages. (Marks: 05)
- Questions on Module III (Marks 15)
- Questions on writing style covered in Module IV (15)

References:

Essential Reading:

- Taylor, Shirley, *Model Business Letters, Emails and Other Business Communication*. Prentice Hall, 2017.
- Chaturvedi PD, Mukesh Chaturvedi. *The Art and Science of Business Communication: Skills, concepts, Cases and Applications*. Pearson, 2017.
- Rai, Urmila and SM Rai, *Business Communication*. Himalaya Publication House, 2010.
- Taylor, Ken. *50 Ways to Improve Your Telephoning and Teleconferencing Skills*. Summertown Publishing. 2008.
- Sharma, RC, Krishna Mohan. *Business Correspondence and Report Writing*. Tata Macgraw Hill. 1996.
- Strunk, William, EB White. *The Elements of Style*. (Fourth Edition). Pearson. 1999.
- Olson, Judith. *Writing Skill Success*. Learning Express. 1998.

Additional Reading:

- Hale, Constance, *Sin and Syntax*. Three Rivers Press. 2013.
- Sharma, Mohan, *Business Correspondence and Report Writing*. Macgraw Hill, 2011.
- Whitmell, Clare, *Business Writing Essential*, Clare Whitmell, 2013.
- Swan, Michael, *Practical English Usage*. Oxford University Press. 2017
- Kumar, Sanjay, Lata, Pushpa, *Communication Skills*. Oxford University Press.