

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

Old Syllabus	Proposed Syllabus
Title: English HL	Title: Technical Writing I
Code: 50501	Code: 50511

	Cr	L	T	D (EE)	EE	IE	T
Technical Writing I	04	04	0	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

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<p>Objectives: By the end of the semester, students will:</p> <ol style="list-style-type: none"> 1. Write sales letters and draft representations 2. Prepare questionnaires and conduct market survey 3. Critically respond to and write about gender related issues <p>Learning Outcomes:</p> <p>(Not mentioned)</p>	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Train students to understand and discuss gender related issues through literary writing. 2. Teach students to write business related correspondence, reports and survey. 3. Instruct in writing short paragraphs about gender related issues. 4. Training in listening to long talks or discussions. <p>Course Outcomes:</p> <p>At the end of Semester II, students would be able to acquire the following competencies:</p> <ol style="list-style-type: none"> 1. How literary texts reveal social issues, especially from women's viewpoint. 2. Writing sales letters, letters to authorities to express business related concerns, questionnaires to get specific information and drafting proposals. 3. Write short paragraphs about the topics of general interest or business-related issues. 4. Respond to audio recordings of more than ten minutes.

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	Reading Skills: Stories 1, 3, 5, 8, 9 from <i>The Inner Courtyard</i>	Reading Skills	Teach new words through reading literature and analyse how a literary text weaves a gender specific viewpoint in a narrative.	<p>**Four short stories from <i>The Inner Courtyard: Stories by Indian Women, Ed. Lakshmi Holmstrom</i>. Suggested stories:</p> <p>**Memories of an Indian Childhood, Qurratulain Hyder</p> <p>**Girls, Mrinal Pande</p> <p>**Chauthi ka Jaura, Ismat Chughtai</p>	25	15	1	5	20

2	Business Correspondence: Drafting Representations; Sales Letters (Theory and Practice)	Business Letter Writing Skills	Learn to write business letters and be familiar with certain abbreviations used in business	<p>**Sales Letters</p> <p>** Letters of Representations (The teacher must make the students send the above letters as an email, once they learn to write it in the structure of a conventional letter. This will make the students familiar with the process of sending emails and the interface of popular email services)</p> <p>** Common Abbreviations</p> <p>**(The Letters of Representations should focus on concerns of business community. For example, writing a letter to authorities about cheap Chinese goods destroying business or the nuisance of hawkers selling fake products.)</p> <p>**Inform students about some common abbreviations used in business. For example: aar (against all risks), a/c (account), D/O (Delivery Order), CR (At Company's Risk), cr (Credit).</p>	25	15	1	5	20
3	Business Requirements: Theory of Market Survey; Preparing Questionnaires	Technical Writing Skills	Learn to draft questions to receive specific answers and draft effective and detailed proposals	<p>**Theory of Survey and variety of survey questions. (Prepare questionnaires to know about consumer habits, customer feedback and consumers' future choices.)</p> <p>**Proposal Writing (Example: Proposal for installing a Language Lab in a school, prepared by the company; proposal for conducting a Communication Skills course for employees of a company,</p>	25	15	1	5	20

				prepared by a training institute; proposal to a bank for a loan to renovate the current shop; proposal for a loan to buy new machinery).						
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4.	-----	4. Listening Skills	Improve understanding of spoken English.	**Play podcasts, news or any other audio programme of more than ten minutes in the class. Test students' understanding by asking them to write a paragraph about the topic. The teacher may discuss/read out gender issues related news and ask students to write a paragraph about it.	25	15	1	5	20
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

1. A written test focusing on Letter Writing: 25 Marks
2. A written test focusing on short stories: 25 Marks
3. A project of book review, chart display on social issues, PPT presentation, role play or assignment book assessment: 25 Marks

(The internal marks would be an average of these three methods of evaluation.)

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

1. Questions based on the text taught in the Module I. The student is expected to write an essay of about 750 words. Attempt one out of two given questions. (Marks 15)
2. Sales letter. One out given two. (Marks 15)
3. Letter of representation. One out of given two. (Marks 15)
4. Drafting a questionnaire. (One out of two) (Marks 15)
5. Drafting a proposal. (One out of two). (Marks 15)

References:

A. Essential Reading:

1. Taylor, Shirley, *Model Business Letters*, Pearson Education, 2013
2. Rai Urmila, SM Rai. *Business Communication*. Himalaya Publication. 2015
3. Kumar, Sanjay, *Communication Skills*, Oxford, 2016.

B. Additional Reading:

1. Doctor, Rhoda. *Effective Communications*. Sheth Publishers. 2017
2. Sharma, RC. *Business Correspondence and Report Writing*. McGraw Hill, 2020.
3. Baker, Heather, *Successful Business Writing*, University Learning, 2012.