

UNIT PLAN
Class: BBA (Semester III)
Paper: English
Session:2020-2021
English and Business communication skills

Total Marks: 50
Assessment: 05
Project: 05
Written: 40

Objectives

To make the students familiar with the following:

- Meaning and characteristics of language in general.
- Scope of language in general.
- English language in India.
- Introduction to literature in general.
- Varieties of language for instance mother tongue/local language, national language, global language, dialect, pidgin, creole, etc.
-

Learning outcomes

Students will be able to:

:Define the meaning and scope of language.

:Explain various types of language for instance mother tongue/local language, national language, global language, dialect, pidgin, creole, etc.

:Explain the history and scope of English language in India and the world

Detail of Unit Plan

Topics	Teaching points	Specific objectives	Methods, Approaches and techniques	Resources & Links
a Language and literature b) Chapters:	Language and literature: Meaning, features, scope, varieties of language. Introduction to English language and literature in general. 1: The Model Millionaire	a) To make the students familiar with language and literature. b) To make the students understand the	Classroom teaching, reading and writing.	* 'Ten Mighty Pens', ed., K.A.kalia * English and business communication skills by Dr. Dinesh sharma

Short stories	2: The Gift of the Magi 3: The judgement-seat of Vikramaditya 4: Fur	selected stories.		Unimax Advanced (Panjab University)
---------------	--	-------------------	--	--

Question bank:

- 1 Why is vikramaditya known as the greatest judge in history?
- 2 How did Della manage to buy a good, expensive gift for jim?
- 3 What is the most dramatic moment in the story?(THE MODEL MILLIONAIRE)
- 4 Compare and contrast Suzanne and Eleanor from your study of Saki's story 'FUR'.

Objectives:

To make the students familiar with the following:

:Role of literature in transforming the world.

: Literature in India.

: Place of English literature in India.

Learning outcomes

Students will be able to:

Define the role of literature in transforming the world.

Explain the various genres of literature: Poetry, Drama, Fiction, Stories, etc.

Explicate the scope of literature in India.

Elucidate the place of English literature in India.

Detail of Unit Plan:

Topics	Teaching points	Specific objectives	Methods, Approaches and techniques	Resources & Links
a)communication skills b)Business communication skills c) Aspects of	Communication: Meaning , process of business communication. Features:	a) meaning and definitions of business communication skills. b) The use of	Classroom teaching, reading, writing, class tests, group communication activities.	Prescribed text: TEN MIGHTY PENS, ed., K.A.Kalia. English and

business communication d) types of communication e) writing skills	Essentials of Good communication. A: Formal B: informal communication Letters, all kinds of notices, memos and advertisements.	other skills given above under objectives. c) How to overcome the obstacles in communication.		Business communication skills: by Dr. Dinesh Sharma (Unimax Advanced: Panjab University)
--	---	--	--	--

Question Bank

1. What do you understand by business communication? Explain various types of business communication?
2. What are the objectives of business communication?
3. What is positive Attitude in Communication?what are the Advantages of positive attitude?
4. Explain the 7C's of communication in a business context.
5. Explain in brief various Barriers to effective Business communication.
6. Explain the essential of good communication.
7. Explain the obstacles in business communication.