

**Class- B. Com 1<sup>st</sup> semester**  
**Subject- English & Business Communication Skills**

Max. Marks: 100  
Theory: 80  
Int. Asst.: 10  
Practical: 10

**Section- I**

Topic	Teaching Points	Specific objectives	Methods/Approaches/Techniques	Resources & Links
<u>Text Portion</u> 1. The Model Millionaire 2. The Gift of the Magi 3. The Judgement-seat of Vikramaditya 4. Fur 5. A Marriage Proposal	a) About the Author b) Introduction of the characters/main issues involved c) General overview of the lesson d) Interpretation of the individual lines of the lesson e) Explanation of the difficult words f) Discussion of various themes/incidents/characters/main issues	a) To provide the students a detailed overview of the lesson b) To encourage the students to participate in class-room discussion thereby enabling them to express their own understanding of the main issues/themes/incidents/characters c) To motivate the students to critically analyze the lesson	Lecture, Blackboard, Examples, Discussion	Ten Mighty Pens, ed., K. A. Kalia (Oxford University Press)
Vocabulary Test in the form of 'Match the Columns'	Practice of the various exercises given at the end of each chapter	Main Objective is to enhance the students' knowledge of words and their meanings		
Unseen passage for Comprehension with minimum five questions at the end.	Practice of unseen passages of wide variety to improve reading & comprehension skills	This is to test a student's comprehension ability, language/ presentation skills & vocabulary etc.		

**Section- II**

Topic	Teaching Points	Specific objectives	Methods/Approaches/Techniques	Resources & Links
<p>1. Business Communication: Different Aspects of communication in general and business communication in particular, communication within organizations, types of communication &amp; significance of positive attitude in improving communication</p> <p>2. Writing skills: Letters of all kinds, Tender Notices, Auction Notices, Public Notices, Memos, Advertisements relating to sales/marketing</p>	<p>a) Meaning and process of communication</p> <p>b) Verbal &amp; Non-Verbal communication</p> <p>c) Meaning of Business Communication &amp; its objectives</p> <p>d) Types of communication and their merits &amp; demerits</p> <p>e) How to develop positive attitude during communication</p> <p>f) Types and format of different types of letters</p> <p>g) Types and format of different types of Notices &amp; their purpose</p> <p>h) Meaning &amp; Purpose of Memorandum &amp; How to draft it</p> <p>e) Guidelines for drafting a good advertisement</p>	<p>The main objective is to familiarize the students with the basics of communication and motivate them to participate in the classroom discussion. It will also enhance their writing skills as they will come to know how to effectively draft different kinds of letters, notices, memos and advertisements.</p>	<p>Lecture, Blackboard, Examples, Discussion</p>	<p>1. Textbook of Business Communication, Anjali Kalkasr, R. B. Suryawanshi, Amalanjyoti Sengupta, Hyderabad: Orient Blackswan, 2010.</p> <p>2. Business Communication, Ed. Om. P. Juneja &amp; Aarti Mujumdar, Hyderabad: Orient Blackswan, 2010</p>

**Practical**

Topic	Teaching Points	Specific objectives	Methods/Approaches	Resources & Links
Personal Interview and public speaking like Declamation & Debate	Dos & Don'ts of personal interview & public speaking	Practical work will improve students' speaking skills.	Lecture, Blackboard, Examples, Discussion	