

BCOM I

CC English (Lower Level) (220 201)

Non English Medium

Paper Code: 1401

4 Credits

Semester 2

Objectives: At the end of this semester, the student will:

- Develop reading skills for comprehension
- Learn to take and make notes
- Learn the basics of business correspondence
- Learn to write letters of inquiry and letters placing orders

Number	Topic	Hours	Credits
Unit 1	Learning to read and comprehend a) passages to increase eye-span while reading b) passages for comprehension from suitable reading material – reading for information and ideas	15	1
Unit 2	a) Learning to take notes in the class room b) Learning to make notes as reference skills	15	1
Unit 3	Basic skills for business correspondence Language and layout of business	15	1

	letters a) Parts of the business letters b) Layouts of business letters c) Requisites for effective letter writing – 4C's and language		
Unit 4	Business letters a) Writing letters of inquiry and replies to letters of inquiry b) Writing letters placing orders and replies to orders.	15	1

Prescribed Text:

Recommended Texts:

1. Chetana English Grammar and Composition. A.A. Memon. Chetana Publication, 2008
2. Basic course for Spoken English: Dr. Shirin Kuchedkar (S.N.D.T. University)
3. Writing Skills: Dr. Ayesha Banatwala (S.N.D.T. University)
4. Business Communication: Urmila Rai & S.M. Rai, Himalaya Publication, Tenth Edition, 2008
5. Strengthen Your English: Narayanswami, Orient Longman

Semester 1: PATTERN OF EVALUATION:

Internal Assessment: 25 marks

Group work based on reading comprehension, Passage for reading aloud 10 marks and Passage for note taking 15 marks

External Assessment: 75 marks

- Question no. 1 is compulsory. It will carry 15 marks.
- Any 3 out of questions 2, 3, 4 and 5 carrying 20 marks each for all students.