

B.Com. II
Semester III
C.C. English (Higher Level)
Computer Code 310301
4 credits

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

1. Learn to interpret visual data and write with clarity.
2. Develop the ability to logically construct an argument.
3. Learn to write business and regular office letters.

Unit	Topic	Weightage %	Lectures
1.	Interpreting data and writing with clarity: Visual to Verbal / Verbal to visual. Bar charts / pie charts / maps, graphs, flow-chart.	25	15
2.	Empowerment English: (11-15) Comprehension: Reading for idea: Argumentative writing; letters to the editor.	25	15
3.	Business Letters : Credit / Collection : Theory and Practice	25	15
4.	Routine Business Correspondence: Minutes / Notice / Circular / Memo – Theory and practice	25	15

Prescribed Text: Empowerment English: Lalitha Krishnaswamy, N. Krishnaswamy and Revathy Krishnaswamy, Macmillan India Ltd., 2005.

Recommended Books

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business, Shirley Taylor, Longman Pearson Education, 2004.
3. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor. Sheth Publishers.
4. Chetana English Grammar and Composition, A.A. Memon, Chetana Publication, 2008.

SEMESTER III : PATTERN OF EVALUATION

Internal Assessment : 25 marks

Students are required to write two letters to the editor on two current issues of about a hundred words each. This is an individual activity.

External Assessment : 75 marks

1. Question No. 1 is compulsory. It will carry 15 marks.