

**B.Com. II**  
**Semester IV**  
**C.C. English (Higher Level) Paper IV**  
**Computer Code 410401**  
**4 credits**

**Objectives :** By the end of this semester, the student should be able to:

1. Learn to summarise arguments
2. Use language imaginatively
3. Understand how to use the electronic modes of communication
4. Speak confidently and express ideas with clarity
5. Handle job-related correspondence with competence.

Unit	Topic	Weightage %	Lectures
1	<b>Empowerment English (16-19):</b> Comprehension / vocabulary / Summarising / imaginative / Creative Writing.	25	15
2	<b>Business Meetings and Electronic Communication:</b> Types of meetings, advantages/disadvantages, preparation and conduct / responsibilities of the participants, E-mails / Fax / video – conferencing / Internet.	25	15
3	<b>Spoken English and confidence Building exercises:</b> Oral Presentation – Individual Speech and Group Discussions.	25	15
4	<b>Job-related correspondence:</b> Writing a CV + application; / Letters of Acceptance / Resignation / Leave notes. Interviews: Types, candidate's and interviewer's preparation.	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. Communication Skills – Line Sen. Prentice Hall of India, New Delhi, 2008.
5. Business Communication Today – Bovee, Thill, Schatzman : Pearson Education, Seventh Edition
6. Chetana English Grammar and Composition, A.A. Memon, Chetana Publication,

## SEMESTER IV : PATTERN OF EVALUATION

### Internal Assessment : 25 marks

Individual speech or group discussion.

### External Assessment : 75 marks

1. Question No. 1 is compulsory. It will carry 15 marks.
2. Any 3 out of question 2, 3, 4 and 5 carrying 20 marks each for all students.
3. Question No. 6 carrying 25 marks will be attempted **ONLY BY** external students and repeaters.

#### Details:

**Question 1** – Compulsory – Write a letter of application and a CV – 1 out of 2 (15 marks)

#### Optional Questions:

**Question 2** – (Total 20 marks)

Comprehension – Unseen passage

Summary of the passage – 10 marks

Vocabulary, grammar, personal response, main arguments and similar questions on the passage – 10 marks.

Please do not ask direct textual questions as that will defeat the purpose of the summarizing.

**Question 3** – (Total 20 marks)

Any 2 out of 3 – 10 marks each

Acceptance letter / Leave note / Letter of Resignation)

**Question 4** - 20 marks

1 out of 2

Questions on Interviews and Meetings

**Question 5** (Total 20 marks)

Short notes 2 out of 3 – 10 marks each. Questions on electronic communication – e-mail, internal, fax and video-conferencing.

**Question 6** – 25 marks (for external students and repeaters only)

A) Speech writing – one out of two – 15 marks

B) Summary – one passage – 10 marks

Internet