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C210201

BCOM I

CC ENGLISH (ENGLISH MEDIUM)

Semester 2

(C220101) 4 credits

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

- Further develop comprehension skills
- Learn to organize ideas and write paragraphs
- Develop an independent response to social issues
- Learn to write routine office letters.

Number	Topic	Hours	Credits
Unit 1	Empowerment English 6-10 : Focus on comprehension, vocabulary, grammar and personal response.	15	1
Unit 2	Business Letters: Orders / Replies to orders: Theory and practice.	15	1
Unit 3	Business Letters: Complaints and Adjustments: Theory and Practice.	15	1
Unit 4	Guided Paragraph Writing: Use of linking words; Unity of idea; Topic sentence; Coherence; Cohesion.	15	1

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**Prescribed Text:**

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

**Recommended Texts:**

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. Chetana English Grammar and Composition. A.A. Memon. Chetana Publication, 2008.
4. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor, Sheth Publishers.
5. Writing with a purpose – Champa, Tickoo, Shashikumar.

**Semester 2: PATTERN OF EVALUATION****Internal Assessment: 25 marks**

Students are required to choose one woman-oriented issue and make an oral, visual or dramatic presentation. Suggested topics would be – the dowry system/ educating the girl child / violence against women / working women/ tradition and modernity / urban and rural divide/ caste and gender/ single women etc.

**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.
- Question no.6 carrying 25 marks will be attempted ONLY BY external students and repeaters.

**Details:**

**Question 1** – Compulsory - Unseen comprehension passage. Focus on textual comprehension, vocabulary, grammar, personal response. (15 marks)

**Optional Questions:**

**Question 2 – (Total 20 marks)**

Letter placing an order -1 out of 2 – 10 marks

Replies to orders – 1 out of 2 – 10 marks

**Question 3 - (Total 20 marks)**

Letter of Complaint – 1 out of 2 (10 marks)

Letter of adjustment – 1 out of 2 (10 marks)

**Question 4**

Short notes 2 out of 3 – 20 marks. Questions will be on theory of Orders, Complaints and Adjustments.

**Question 5**

Guided paragraph Writing – 20 marks. (Paragraphs will be based on issues taken from Empowerment English).

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

- A) Orders / Replies: One out of two – 10 marks
- B) Complaints / adjustments: One out of two – 15 marks