

Ahmednagar Jilha Maratha Vidva Prasarak Samai's
New Arts, Commerce and Science College,
Ahmednagar
(Autonomous)

(Affiliated to Savitribai Phule Pune University, Pune)



Choice Based Credit System (CBCS)
Bachelor of Arts (B. A.)

Syllabus of
T. Y. B. A. English

Implemented from
Academic Year 2022 - 23

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College,
Ahmednagar
(Autonomous)

Board of Studies in English

Sr. No.	Name	Designation
1.	Dr. B. B. Sagade	Chairman
2.	Dr. Mustajeeb Khan	Academic Council Nominee
3.	Dr. Dilip Chavan	Academic Council Nominee
4.	Dr. Deepak Borgave	Vice-Chancellor Nominee
5.	Dr. Vijay Thange	Alumni
6.	Mr. Devendra Jamgaonkar	Industry Expert
7.	Dr. J. B. Aher	Member
8.	Dr. V. B. Dode	Member

Programme Structure and Course Titles: (All academic years)

Sr. No.	Class	Semester	Course Code	Course Title	Credits
1.	F.Y.B.A.	I	BAENG101T	Compulsory English	03
2.	F.Y.B.A.	I	BAENG102T	Optional English	03
3.	F.Y.B.A.	II	BAENG201T	Compulsory English	03
4.	F.Y.B.A.	II	BAENG202T	Optional English	03
5.	S.Y.B.A.	III	BAENG301T	Compulsory English	03
6.	S.Y.B.A.	III	BAENG302T	General English	03
7.	S.Y.B.A.	III	BAENG303T	Special Paper I Appreciating Drama	03
8.	S.Y.B.A.	III	BAENG304T(A) BAENG304T(B)	Special Paper II (a)Appreciating Poetry (b) English Poetry	03
9.	S.Y.B.A.	III	BAENG305T	English for Competitive Examinations	02
10.	S.Y.B.A.	IV	BAENG401T	Compulsory English	03
11.	S.Y.B.A.	IV	BAENG402T	General English II	03
12.	S.Y.B.A.	IV	BAENG403T	Special Paper-I Appreciating Drama	03
13.	S.Y.B.A.	IV	BAENG404T(A) BAENG404T(B)	Special Paper II (a)Appreciating Poetry (b) English Poetry	03

14.	S.Y.B.A.	IV	BAENG405T	English for Competitive examinations	02
15.	T.Y.B.A.	V	BAENG501T	Compulsory English	03
16.	T.Y.B.A	V	BAENG502T	Enriching Employability Skills (G III)	03
17.	T.Y.B.A	V	BAENG503T	Special Paper III Appreciating Novels	03
18.	T.Y.B.A	V	BAENG504T	Special Paper IV Introduction to Literary Criticism	03
19.	T.Y.B.A	V	BAENG505T	English for Competitive Examinations	03
20.	T.Y.B.A	V	BAENG506T	English for Corporate Communication	03
21.	T.Y.B.A.	VI	BAENG601T	Compulsory English	03
22	T.Y.B.A	VI	BAENG602T	Enriching Employability Skills (GIII)	03
23.	T.Y.B.A	VI	BAENG603T	Special Paper III Appreciating Novel	03
24.	T.Y.B.A	VI	BAENG604T	Special, Paper IV Introduction to Literary Criticism	03
25.	T.Y.B.A	VI	BAENG605T	English for Competitive Examinations	03
26	T.Y.B.A	VI	BAENG606T	English for Corporate Communication	03

Semester – V	Paper I
Course Code: BAENG 501T	Title of the Course: Compulsory English
Credits: 03	Total Lectures: 45 Hrs.

Course Objectives:

- 1) To introduce students to the varied uses of language in literature.
- 2) To enable students to become competent users of English in real life situations.
- 3) To train the students in practical writing skills required in the work environment.
- 4) To contribute to their overall personality development by improving their communicative and soft skills.

Course Outcomes:

1. It develops humanitarian values and foster sympathetic attitude.
2. It helps students to be competent and effective users of English.
3. It facilitates the student to face job interviews confidently and efficiently.
4. It imparts the knowledge of some essential soft skills to enhance the employability.

Course Content:

Unit-I- Prose

(12 Clock Hours)

1. The Phantom Luncheon – **Saki**
2. Function of Education –**J. Krishnamurti**
3. God sees the Truth but Waits – **Leo Tolstoy**

Unit-II- Poetry

(12 Clock Hours)

1. The Neutral Tones – **Thomas Hardy**

2. Strange Meeting – **Wilfred Owen**
3. Have you got a brook in your little heart – **Emily Dickinson**

Unit-III- Grammar

(08 Clock Hours)

1. Adverbs and their types (manner, place, time, frequency etc.)
2. Synthesis of sentences by using participles, infinitives, adverbials etc.
3. Types of Sentences according to function: Declaratives, Interrogatives, Imperatives, Exclamatory.

Unit-IV- Writing Skills

(08 Clock

Hours)

1. Paragraph Writing
2. Note-making and Note-taking
3. Reference Skills (Using dictionaries/thesaurus/encyclopaedias/year books/table of contents/indices, etc)

Unit-V- Soft Skills and Employability Skills (05 Clock Hours)

1. Body Language/Non-verbal Communication
2. Tips for Effective Communication
3. Telephone Skills
4. Teleconferences

Semester – VI	Paper I
Course Code: BAENG 601T	Title of the Course: Compulsory English
Credits: 03	Total Lectures: 45 Hrs.

SEMESTER-VI

Unit-I- Prose

(12 Clock Hours)

1. Shakespeare's Sister – **Virginia Woolf**
2. The Night Train at Deoli – **Ruskin Bond**
3. The Conjuror's Revenge – **Stephen Leacock**

Unit-II- Poetry

(12 Clock Hours)

1. The Man of Life Upright – **Thomas Campion**
2. The Harp of India – **Henry Derozio**
3. The Toys – **Coventry Patmore**

Unit-III- Grammar

(08 Clock Hours)

1. Transforming Declarative sentences into Yes-No questions
2. Transforming Declarative sentences into Wh- questions
3. Transforming Positive Imperative sentences into Negative imperatives

Unit-IV- Writing Skills

(08 Clock Hours)

1. Resume Writing
2. Notice, Agenda, Minutes
3. Dialogue Writing

Unit-V- Soft Skills and Employability Skills

(05 Clock Hours)

1. Stress Management
2. Motivation and Positive Approach
3. Goal Setting

4. Adaptability Skills

Essential Readings:

1. *Exploring New Horizons*, Board of Editors, Orient Black Swan ,2021
2. *Gems of English Prose and Poetry*, Board of Editors, Orient Black Swan,2013
3. *Literary Pinnacles*, Board of Editors, Orient Black Swan, 2015

Recommended Readings:

1. Wren P. C., Martin, *High School Grammar and Composition*, S. Chand & Company, 1989.
2. Pal, R. and Suri, *English Grammar and Composition*, Sultan Chand & Sons Publisher, 2006.

Each semester shall have 3 credits for teaching. Each credit is equal to 15 hours, so this course shall have 45 teaching hours.

Semester – V	Paper II
Course Code: BAENG 502T	Title of the Course: Enhancing Employability Skills
Credits: 03	Total Lectures: 45 Hrs.

Course Objectives:

1. To help students explore their values and career choices through individual skill assessments
2. To make realistic employment choices and to identify the steps necessary to achieve a goal
3. To develop and practise self-management skills at the work site
4. To explore and practise basic communication skills
5. To learn skills for discussing and resolving problems at the work site
6. To assess and improve personal grooming
7. To develop safety manuals including rules and procedures at the work site

Course Outcomes:

1. To get the awareness of career opportunities available to them.
2. To identify the career opportunities suitable to them.
3. To understand the use of English in different careers.
4. To develop competence in using English for the career of their choice.
5. To enhance skills required for their placement.
6. To use English effectively in the career of their choice.
7. To exercise verbal as well as nonverbal communication effectively for personal development.

Course content:

Unit-I- Exploring Careers

(12 Clock Hours)

1. Creative Writing
2. Translation

3. Journalism
4. English for Academia and Other Careers

Unit-II- Basic Preparation for Jobs

(11 Clock Hours)

1. Writing Job Application/Cover Letter
2. Writing Résumés
3. Group Discussions and Personal Interviews
4. Writing Notices, Agendas and Minutes

Unit-III- English for Employability Skills

(11 Clock Hours)

1. Communication: An Introduction
2. Formal and Informal English
3. Description, Narration and Demonstration
4. Soft Skills for Employers and Employees

Unit-IV- English for the Corporate Field

(11 Clock Hours)

1. English for Sales Services
2. English for Customer Services
3. Presentation Skills
4. Writing Project Proposals and Report

Semester – VI	Paper II
Course Code: BAENG 602T	Title of the Course: Enhancing Employability Skills
Credits: 03	Total Lectures: 45 Hrs.

Course content:

Unit-V- English for Specific Purposes

(12 Clock Hours)

1. Pidgin Language
2. Extempore Speech
3. English for Radio Jockey
4. Discussion

Unit-VI- English for Academic Purposes

(11 Clock Hours)

1. Introduction to academic Writing
2. Book Review
3. Types of Bibliography style
4. Reference skills

Unit-VII- Content Writing

(11 Clock Hours)

1. Applications and Types of Content Writing
2. Writing Blog Posts and Online Articles
3. Writing for Websites
4. Writing for Social Media Platforms

Unit-VIII- English for Advertising

(11 Clock Hours)

1. Writing for Advertisements
2. Writing Newspaper Advertisements
3. Writing Television and Radio Advertisements
4. Writing Internet Advertisements

Essential Readings:

Board of Editors. Aspirations: English for Careers. Orient Black Swan

Recommended Readings:

1. Bakshi Rakesh Anand. 2019. Let's Talk on Air: Conversations with Radio Presenters. Puffin
2. Bill Mascull. 2010. Business Vocabulary in Use: Elementary to Pre-intermediate. Cambridge University Press
3. Donald Miller. 2017. Building a Story Brand. HarperCollins
4. Donna Papacosta. 2013. The Podcast Scripting Book. Trafalgar Communications
5. Dorothea Brande. 1981. Becoming a Writer. Tarcher Perigee
6. Elizabeth Walter. 2010. Collins Easy Learning Writing. HarperCollins UK
7. Erica Williams. 2008. Presentations in English. Macmillan
8. Gupta Kounal. 2020. Content Writing Handbook. Henry Harvin
9. William Pittenger, .Extempore Speech
How to Acquire and Practise It, 2017 [EBook #55128]
10. Henry Emery, Andy Roberts. 2008. Aviation English. Macmillan.
11. Karen Englander, James N. Corcoran. 2019. English for Research Publication Purposes. Routledge
12. Kohli Simran. 2006. The Radio Jockey Hand Book. Fusion Books
13. Leila R. Smith, Roberta Moore. 2009. English for Careers: Business, Professional, and Technical. USA. Pearson College Div.
14. Marie Drennan, Yuri Baranovsky (Author), Vlad Baranovsky. 2018. Scriptwriting for Web Series: Writing for the Digital Age. Routledge
15. Gardiner Alan, Revision Express English Language (RJ) , Pearson Education Limited
16. Michael Swan. 2001. Practical English Usage. Cornelsen & Oxford University Press
17. Paul J. Hamel. 2016. English for Better Jobs. Amazon Digital Services

Semester – V	Paper III
Course Code: BAENG 503T	Title of the Course – Appreciating Novels
Credits: 03	Total Lectures: 45

Rational:

In human society, the influence of literature is undeniable. Literature serves as a form of expression for individual authors. All books are mirrors of society, allowing us to better understand the world we live in. Literature is important to us because it teaches us universal human experience. It also means different things to different people, and the same person can teach us different lessons at different stages of life. Novel is one of the major forms of literature that deals with human experience in a generally imaginative way, usually through a series of consecutive events involving a group of people in a particular setting. The genre of novel can be defined as an art form. It is not a short story in prose. Instead, it is actually a comprehensive and illustrated narrative of the series of events that took place throughout the life of the characters.

Through the study and appreciation of novels, students can develop their interpretation skills and improve their analytical skills.

Course Objectives:

1. To introduce students to the basics of novel as a literary form.
2. To expose students to the historical development and nature of novel.
3. To make students aware of different types and aspects of novel.

4. To develop literary sensibility and sense of cultural diversity in students.
5. To expose students to some of the best examples of the novel.

Course Outcomes:

1. Students will be familiarized with novel as a literary genre.
2. Students will be able to understand a wide range of English writings, such as British, American, and Indian.
3. Students will be trained to learn the elements of fiction - Narrative Technique, Setting, Point of view and Style.
4. Students will become familiarize with the social, historical and political backgrounds of the world through the elaborate and fictional descriptions in the prescribed novels.
5. This course will help students develop their reading skills and teach them how to represent their experiences through language.
6. This course will enable students to appreciate novels critically.

Course content:

A) Theory of Novel: (20 clock Hours)

a) What is novel? A brief history of novel as a literary form.

b) Elements of Novel: Theme, Characters, Plot , Structure, Narrative Techniques, Point of view, Conflict, Setting and Atmosphere, Dialogue.

c) Types of Novels: Epistolary, Picaresque, Bildungsroman, Historical, Regional, Psychological, Satire, Realistic, Experimental novel,

Science fiction.

d) In addition to this, other literary terms related to novel/fiction be considered for background study.

B) Silas Marner- George Eliot (25 Clock Hours)

Semester -VI	Paper III
Course Code:BA- ENG603T	Title of the Course – Appreciating Novels
Credits: 03	Total Lectures: 45

Course Contents:

- A) A Farewell to Arms- Ernest Hemingway (25 Clock Hours)
 B) Train to Pakistan - Khushwant Singh (20 Clock Hours)

Evaluation Pattern:

- * Each semester shall have 3 credits for teaching. Each credit is equal to 15 hours, so this course shall have 45 teaching hours.
- * Considering the choice-based credit system (CBCS) and the semester pattern, both semesters-V & VI will have a uniform evaluation pattern of 100 marks each.
- *There will be an 'Internal Examination' for 30 marks and 'Semester-end Examination' for 70 marks.
- * The Internal Examination for 30 marks will be conducted at college level.
- a) Assignment/group discussion/tutorial/seminar/oral/project for 10 marks
- b) A Mid-semester Written Test for 20 marks

Essential Reading:

1. George Eliot, Silas Marner, Penguin, 2007.
2. Ernest Hemingway, A Farewell to Arms, Simon & Schuster ,1995.
3. Khushwant Singh, Train to Pakistan, Ravi Dayal Publisher, 1988.
4. Kulkarni C. U., Bhabad P. R. The Theory of Novel, Academic Book Publication, 2021,

Recommended Reading:

- 1) E. M. Forster, Aspects of the Novel, Harcourt, Inc. 1955
- 2) Terry Eagleton, The English Novel: An Introduction. Blackwell, 2005
- 3) Walter Allen, The English Novel (London, 1954)
- 4) Arnold Kettle, Introduction to the English Novel, (2 vols, London, 1951)
- 5) Ian Watt, The Rise of the Novel, London,1957
- 6) J. Davis, Factual Fictions: The Origins of the English Novel, (New York, 1983)
- 7) Geoffrey Day, From Fiction to the Novel, (London, 1987)
- 8) Dominic Head, The Cambridge Introduction to Modern British Fiction, 1950– 2000. Cambridge, 2002

- 9) Walter L. Reed, *An Exemplary History of the Novel: The Quixotic versus the Picaresque*, (Chicago, 1981)
- 10) Richard Chase, *The American Novel and its Tradition*, New York, 1957
- 13) Nadel, Ira Bruce, *Biography: Fiction, Fact and Form*. London: Macmillan, 1984.
- 14) Jonathan Greenberg, *Modernism, Satire and the Novel*, Cambridge University Press, 2011
- 15) Afzal-Khan Fawzia, *Cultural Imperialism and the Indo-English Novel: Genre and Ideology in R.K. Narayan, Anita Desai, Kamala Markandaya, and Salman Rushdie*. University Park (Pennsylvania State UP) 1993.
- 16) Kermode Frank [1966], *The Sense of an Ending: Studies in the Theory of Fiction*, Oxford (OUP) 2000.
- 17) Khushwant Singh, *The Man and the Writer*, Rajinder Kumar Dhwan, Orbit Books, 2001.
- 18) Mukherjee Meenakshi, *Realism and Reality: The Novel and Society in India*, Delhi (OUP) 1985.
- 19) Brian W Shaffer, *Reading the Novel in English 1950–2000*, Blackwell Publishing, 2006
- 20) Dirk Wiemann, *Genres of Modernity Contemporary Indian Novels in English*. Amsterdam – New York, NY 2008
- 21) Jesse Matz, *The Modern Novel: A Short Introduction*, Blackwell, 2004
- 22) John Mullan, *How the Novel Works*, OUP, 2006
- 23) Meenakshi Mukherji, *The Twice Born Fiction*. Heinemann Educational Books, New Delhi, 1971
- 24) A. J. Sebastian & N. D. R. Chandra. *Literary Terms in Fiction and Prose*. Authors Press, 2004

Semester -V	Paper IV
Course Code: BAENG 504T	Title of the Course – Introduction to Literary Criticism
Credits: 03	Total Lectures: 45

Rationale:

Literary criticism is as old as literature. It has provided different views, perspectives, approaches, and terms to understand literature in its diverse forms. It consists of interpretation, judgement, analysis, and evaluation of literature. It makes readers aware of form and content of literature, structure, and substance of literature. It deals with text and context in its analysis and provides many different views on literature. Literary criticism has undergone many changes in its long journey from the classical antiquity to the modern period. It has branched off from its earlier preoccupations like author's superiority and search for universal meaning and has taken on new pursuits. The present course is designed to introduce learners to the basics of literary criticism and the age wise important critical concepts.

Course Objectives:

- a) To introduce learners to the basics of literary criticism.
- b) To make them aware of the nature and historical development of criticism.
- c) To make them familiar with the significant critical approaches and terms.
- d) To encourage learners to interpret literary works in the light of the critical approaches.
- e) To develop aptitude for critical analysis.

Course Outcomes:

- a) The learner will get introduced to the basic literary criticism.
- b) The learner will understand the nature and historical development of criticism.
- c) The learner will be familiarised with the significant critical approaches and terms.
- d) The learner will be able to interpret literary works with their developed aptitude for critical analysis.

Course Contents:

Unit-I- Orientation

(15 clock hours)

1. Literary Criticism- definitions and functions
2. Types and limitations of Criticism and humanisms
3. Literature of knowledge and literature of power
4. Qualities of a good critic

Unit-II- Traditional Criticism

(15 clock hours)

1. Classical Criticism - Aristotle: Concept of Imitation (Ref- Poetics),
Longinus: Five Sources of Sublimity (Ref- on the Sublime)
2. Neo-Classical Criticism–
Dryden: definition of play (Ref-An Essay on Criticism),
Samuel Johnson: Defence of Shakespeare

Unit-III- Romantic/Victorian Criticism

(15 clock hours)

- Wordsworth: Definition of Poetry,
Coleridge: Primary and secondary Imagination
Matthew Arnold: Three estimates of Poetry

Semester -VI	Paper IV
Course Code: BAENG604T	Title of the Course – Introduction to Literary Criticism
Credits: 03	Total Lectures: 45

Course Content-

Unit-I- Critical Terms

(15 clock hours)

Critical Terms:

1. Ideas and Ideology
2. Subaltan
3. Cultural hegemony
4. Discourse
5. Eurocentric
6. Intertextuality
7. Patriarchy
8. Genderlect
9. Magical Realism
10. Utopia and Dystopia

Unit-II- Modern Criticism and New Criticism

(15 clock hours)

T.S. Eliot: Theory of Impersonality

William Empson: Seven types of Ambiguity

Sigmund Freud: Structure of human mind- Id, Ego and Superego

Wimsatt and Beardsley: Concept of Intentional Fallacy

Unit- III- Schools of Criticism and Practical Criticism

(15 clock hours)

Feminism

Marxist Criticism

POst-modernism

Post-colonialism

Practical Criticism:

Practical criticism of poems, passages from novels and plays, etc.

(Teachers are advised to deal with poems, prose passages from the poems and novels that learners have studied during their graduation)

* The Internal Examination for 30 marks will be conducted at college level.

a) Assignment/group discussion/tutorial/seminar/oral/project for 10 marks

b) A Mid-semester Written Test for 20 marks

* Semester V and VI - One credit is for Research Project/field visit/ or any other

Subject-centric activities to be undertaken by the learners in consultation with the concerned teacher. The concerned teachers have to evaluate and maintain the record of research project/field visit/ or any other subject-centric activity.

Reference Books:

1) Peter Barry. *Beginning Theory: An Introduction to Literary Theory and Cultural Theory*. Manchester University Press, 2007.

2) Kulkarni Anand B. & Chaskar Ashok G. *An Introduction to Literary Criticism and Theory*. Orient Blackswan, Hyderabad, 2015

3) Atherton Carol. *Defining Literary Criticism*. Palgrave, 2005

4) Dorsch T. S. *Classical Literary Criticism*. Penguin, 1981 (reprinted version)

- 5) Patricia Waugh. *Literary Theory and Criticism: An Oxford Guide*. OUP. 2006.
- 6) Ross Andrew. *The Origins of Criticism*. Princeton Univ. Press, 2002
- 7) Habib M. A. R. *A History of Literary Criticism: from Plato to the Present*. Blackwell Publishers Ltd, 2005
- 8) Hardison Jr., O. B. (ed.). *Medieval Literary Criticism: Translations and Interpretations*. New York: Frederick Ungar, 1974.
- 9) M.H. Abrams. *A Glossary of Literary Terms*. Heinle & Heinle, 1999.
- 10) Thorat Ashok et al (2001). *A Spectrum of Literary Criticism*. Frank Bros.
- 13) Litz A. Waltom and others. *The Cambridge History of Literary Criticism (Modernism and the New Criticism)*, Vol. 7. Cambridge Univ. Press, 2008
- 14) Ross Stephen. *Modernism and Theory*. Routledge, 2009
- 15) Whitworth Michael (ed.). *Modernism*. Blackwell, 2007

Semester – V	Paper V
Course Code: BA ENG 505T	Title of the Course: English for Competitive Examinations
Credits: 03	Total Lectures: 45 Hrs.

Course Objectives:

1. To give the students authentic information about the content and criteria of competitive exams.
2. To help the students to improve basic grammar and develop the comprehension abilities.
3. To develop linguistic competence and confidence among students in language skills.
4. To enable students to strengthen their writing skills.
5. To make the students to use appropriate language and style.

Course Outcomes:

1. The students will be able to prepare for different types of competitive examinations.
2. The student will be able to understand the basic grammar structures of English language.
3. The student will be able to acquire accuracy in different forms of writing.
4. The student will be able to organize content logically and systematically.
5. The student will be able to practice summarizing and expansion of ideas.
6. The student will be able to equip with writing a perfect essay for competitive examination.

Course Content:

Unit I: Practical English Grammar

(20 clock hours)

- i. Parts of Speech,
- ii. Gender and Number
- iii. Articles
- iv. Conjunction
- v. Degrees of Comparison

- vi. Voice (Active and Passive)
- vii. Reported speech (Direct and Indirect)
- viii. Correct formation of words and sentences
- ix. Punctuation

Unit II: Errors in the usage

(15 clock hours)

- i. Spotting the errors,
- ii. Sentence improvement,
- iii. Negative sentences,
- iv. cloze tests,
- v. Sentence completion,
- vi. Sentence fillers,
- vii. Jumbled Paragraphs

Practice Session:

(10 clock hours)

Semester – VI	Paper V
Course Code: BA ENG 605T	Title of the Course: English for Competitive Examinations
Credits: 03	Total Lectures: 45Hrs.

Course Content:

Unit IV: Comprehension Skills (15 clock hours)

1] Reading Comprehension: Comprehension of given passages

Unit V: Reconstructing Passages and Writing Skills (20 clock hours)

1. a] Sentence Reconstruction
b] Sentence Arrangement
c] Reconstruction of Paragraphs
2. a] Writing essays
b] Writing Articles
c] Writing Paragraphs

Practice Session: (10 clock hours)

Essential Readings:

1. Wren P. C., Martin, High School Grammar and Composition, S. Chand & Company, 1989.
2. Pal, R. and Suri, English Grammar and Composition, Sultan Chand & Sons Publisher, 2006.

Recommended Readings:

1. Agarwal, D. S., and Vikas Agarwal. Objective General English. S. Chand Ltd.
2. Bhatnagar, R. P., and Rahul Bhargava. English for Competitive Exams. Macmillan.
3. Dhillon, R. S. et al. English Improvement Course. Dhillon group of publications.
4. Gupta, S. C. General English for all Competitive Exams. Arahant.

5. Jaffe, E. D., and Stephen Hilbert. How to Prepare for the Graduate Management Admission Test.
6. Barron's. Prasad, H M., and Uma Rani Singh. Objective English for Competitive Exams. Tata McGraw-Hill.

Semester – V	Paper VI
Course Code: BAENG 506 T	Title of the Course: English for Corporate Communication
Credits: 03	Total Lectures: 45 Hrs.

Rationale:

Effective communication skills are a prerequisite for succeeding in business. Communication tools and activities connect people within and beyond the organisation in order to establish the business' place in the corporate community and the social community, and as a result, that communication needs to be consistent, effective, and customised for the business to prosper. The Corporate Communication Course explores how global companies communicate with key audiences, both internal and external to the corporation, to achieve their strategic goals. The course evaluates various communication functions and highlights the methods companies use to gain a competitive advantage and reach a variety of publics including customers, investors, employees, media, government, and communities. The purpose of this course is to engage learners in the analysis of communication as a vital management function empowering contemporary organisations to lead, motivate, persuade, and inform various publics. As a result, learners will gain practical and strategic knowledge of Corporate Communication in our global society.

Course Objective:

- To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.
- To hone the Corporate Communication skills of the budding managers and enable them to be an integral part of the corporate communication network.
- To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.
- To develop competencies for effective intrapersonal and interpersonal communication in business.
- To help to understand cultural differences in corporate communication and bridge the gap.

Course Outcomes:

- Adapt necessary written communication strategies and execute them in official correspondence
- Apply observations of verbal communication to real-world communication challenges.

- Develop self-correcting presentation strategies to lessen anxiety and build self-confidence.
- Create business presentations that use verbal and nonverbal communication techniques effectively
- Perform effective intrapersonal and interpersonal communication in business environments.
- The learners grasp the cultural barriers in communication and overcome them while communicating.

Course Contents:

Unit I: Introduction to Writing Skills

Clock Hours: 10

1. Effective Writing Skills
2. Avoiding Common Errors
3. Paragraph Writing
4. Note Taking

Unit II: Office communication and Correspondence

Clock Hours: 15

1] Standard Business Letter Writing:

- a. Cover letters:
- b. Thank You letters,
- c. Complaint letters
- d. Adjustment letters
- e. Sales letters

2] E mail – Netiquette (etiquette on the mail)

3] Memos and Circulars

4] Tone

- a. Style
- b. Form

5] Notices, Agenda and Minutes

6] Business Report writing

Unit III: Communication through Electronic Channels

Clock Hours: 10

Introduction:

- a. Technology based Communication Tools
 - i] Video Conferencing

ii] Web Conferencing

b. Strategies for Selection of the Effective Tool

Unit IV : Role of Social Networking

Clock Hours: 10

1] Introduction:

a. Advantages

b. Opportunities

2] Making Contacts

3] Blog

4] Flyers

5] Advertisement

Semester – VI	Paper VI
Course Code: BAENG 606 T	Title of the Course: English for Corporate Communication
Credits: 03	Total Lectures: 45 Hrs.

Unit I: Social Communication Skills (Speaking):

Clock Hours:5

- 1]Conversational English general and specific professional situations
- 2]Appropriateness
- 3]Building rapport
- 4]Associated vocabulary

Unit II: Non-Verbal Communication

Clock Hours: 15

1. Relevance and effective usage
2. Kinesics
3. Chronemics
4. Haptics
5. Proxemics
6. Object language

Unit III: Presentation Skills in Buisness

Clock Hours: 15

- 1]Audience Analysis
- 2] Preparing effective PowerPoint presentation
- 3]Delivering of presentation
- 4]Handling questions

Unit IV: Importance of Culture in Communication

Clock Hours: 10

- 1]Principles of effective cross-cultural communication
- 2]Developing Communication Competence
- 3]Social differences
- 4]Contextual differences
- 5]Nonverbal differences
- 6]Ethnocentrism

Recommended Readings:

- A Writer's Workbook, Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Business Communication, Anjane Sethi & Bhavana Adhikari, , Tata McGraw Hill
- Business Communication, Raman – Prakash, Oxford
- The Oxford Handbook of Commercial Correspondence, Ashley A, Oxford Business
- Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jeremy Comfort, et.al, Cambridge
- The fundamentals of Corporate Communication, Richard R Dolphin, Butterworth Heinmann
- Corporate Reputation, Donald R G, London: Kogan Page
- Business Communication, Tom Means, Thomson
- Corporate Communication for Managers, Pitman Jackson, UK: Pitman Publishing
- The Power of Corporate Communication, Paul Argentli Paul, NY: McGraw Hill
- Clow E Kenneth Integrated Advertising, Promotion and Marketing Communication, New Jersey, Prentice Hall
- Public Relations, Jaishri N Jethwaney (ND: Sterling)
- Practical Public Relations, Sam Black, Universal Book Stall, Delhi
- Effective Public Relations, Kutlip centre & Broom Prentice Hall, New Delhi
- Handbook of Public Relations in India, D.S. Mehta, Allied Pub. Ltd, Mumbai
- Corporate Public Relations, K.R. Balan, Sterling, New Delhi