

CHOICE BASED CREDIT SYSTEM WITH OBE PATTERN

FOR THOSE WHO HAVE JOINED FROM THE ACADEMIC YEAR 2021-22 ONWARDS

ADDITIONAL CREDIT COURSE

[MBA MAJOR STUDENTS]

Sem	Part	Subject	Code	Hrs.	Addl. Cr.	Exam (Hrs)	Marks	
							Int.	Ext.
I	ACC	Communicative English – I	218004101	2	1	3	25	75
II	ACC	Communicative English – II	218004201	2	1	3	25	75

Addl.Cre.Course

COMMUNICATIVE ENGLISH PAPER – I

[For MBA Major Students]

SEMESTER I

Code: 218004101

2 Hrs/Week

Addl. Credit 1

Objectives:

- ✍ *To make students use basic communication skills – Listening, Speaking, Reading and Writing*
- ✍ *To develop oral communication skills.*
- ✍ *To make the students fluent in thought and speech*
- ✍ *To enable the students to use good English*

UNIT – I:

[6 Hrs]

Introduction to Communication – Listening, Speaking, Reading & writing in Communication – Basic Aspects of Grammar usage.

UNIT – II:

[6 Hrs]

Corporate communication skills - Short speeches for various situations – Framing different types of questions & answers – Corporate etiquette & Communication

UNIT – III:

[6 Hrs]

Reading Skills – Types of Reading – Objectives and methods of improving reading- Reading for Vocabulary.

UNIT – IV:

[6 Hrs]

Mobile Etiquette – Social Media Communications – various forms of communication . E-mail Etiquette.

UNIT – V:

[6 Hrs]

Group Discussions - online presentations – Webinar – online interview methods.

TEXT BOOK:

01.Training Manual prepared by the Department of Communicative English

REFERNCES:

01. Anita & Abraham. Practical Communication: Communicative English LSRW 2000.
02. Pillai G. Radhakrishnan, K. Rajeevan and P. Baskaran Nair, Written English for You,Chennai, Emerald Publishers, 1995
03. Tyagi,Kavita, Padma Misra. Advance Technical communication. (2013), PHI Learning private Limited : Delhi.
04. Krishna Mohan and Meera Banerji. Developing Communication Skills, Macmillan , 2009.

Addl.Cre.Course

COMMUNICATIVE ENGLISH PAPER – II

[for MBA Major Students]

SEMESTER II

Code: 218004201

**2 Hrs/Week
Addl. Credit 1**

Objectives:

- ✍ *To Enable students to build a repertoire of functional vocabulary and to move from the lexical level to the syntactic level*
- ✍ *To Train students to use words, sentences, phrases relevant to the immediate communication context*
- ✍ *To Enable students to be fluent in communication.*

UNIT – I:

[6 Hrs]

Conversation Practice – Transcoding & Oral Presentation- Dialogue in Different Situations -Greeting, leave taking, Making requests, Expressing gratitude, apologizing, Complaint - Narration of Incidents & Stories.

UNIT – II:

[6 Hrs]

Extempore – Turn Coat – Compare and Contrast – Role Play - JAM (Just a Minute) - Public Speech

UNIT – III:

[6 Hrs]

Techniques to improve Reading - Reading Comprehension Technique - Types of Reading Comprehension – Reading Short Episodes – Listening Comprehension Techniques.

UNIT – IV:

[6 Hrs]

Hints Developing – Note Making - Paragraph Writing – Types of Paragraph.

UNIT – V:

[6 Hrs]

Drafting Invitation – Story Writing - Diary Writing – Notice writing .

TEXT BOOKS:

01. Kavitha Tyagi and padma Misre. Basic Technical Communication. PHI learning pvt. Ltd.,2012.
02. Shyamala v., Effective English Communication For you, Emerald, 2007.
03. Developing Communication Skills —Krishna Mohan and Meera Banerji Macmillan pvt Ltd., 2009