

SEMESTER I			
Part IV Professional English for Commerce and Management - I			
Course Code: 21UCOPE1	Hrs/Week: 2	Hrs/Sem: 30	Credits : 2

Unit I – Communication

(6 hrs)

Meaning – Objectives – Process – Importance of Effective Communication in Business – Media – Reading Passages and Answering Questions – Developing Content with Pictures and Hints.

Unit II – English for Effective Communication I

(6 hrs)

Essence of Business English – Words often Confused – Single Word for Group of Words – Prefixes and Suffixes – Synonyms and Antonyms

Unit III – English for Effective Communication II

(6 hrs)

Some Spelling Rules – Some Words Commonly miss spelt – Aids to Correct Writing – Words Followed by Appropriate Prepositions

Unit IV – Reading & Writing Skills

(6 hrs)

Listening to process description - Drawing a flow chart – Role play – Reading practice : Skimming - Scanning – Reading passages on products, Equipment and Gadgets – Writing : Process description – Compare and Contrast – Paragraph – Sentence – Definition and Extended Definition – Free Writing

Unit V – Critical Thinking Skills

(6 hrs)

Brainstorming – Importance – Types – Rules – Elements – Advantages – Disadvantages - Brain writing – Importance – Types – Rules – Elements – Advantages – Disadvantages – Difference between Brainstorming and Brain writing

Text Book :

Rajendra Pal and Korlahalli. *Essentials of Business Communication*. New Delhi: Sultan Chand & Sons, 13th Revised edition; 2019

Books for Reference:

1. TANSCHÉ - *English for Commerce and Management*
2. Urmila Rai & Rai S.M. *Business Communication*. New Delhi: Himalaya Publishing House, 9th Revised Edition, 2015

SEMESTER - I			
Ability Enhancement Course -Value Education			
Code : 21UAVE11	Hrs/Week : 2	Hrs / Semester: 30	Credits : 2

Unit I: Introduction to Value Education

Concept of Values -Types of Values- Approaches to values - Benefits of Value Education- Characteristics of Values

Unit II: Human Values

Human Values -Sources of Human Values - Love -Compassion - Gratitude - Courage - Optimism - Forgiveness- the need and urgency to reinforce Human Values

Unit III: Social Values

Role of family and society in teaching values - Role of educational institutions in inculcating values- Three general functions of education for society-Self-Reflection- Our society's needs - Social Responsibilities of a student

Unit IV: Spiritual Values

Spiritual Values - Spiritual Development -Moral Development - Importance of Spiritual Values - Cultivation of Spiritual Values -Five most common spiritual values -Spiritual Resources

Unit V: Values for Life Enrichment

Goal Setting - Building relationship - Friendship - Love relationship - Family relationship - Professional relationship Interpersonal Relationship -Essential Life Skills that Help in Students Future Development-Life Enrichment Skills Domain

Books for Reference:

1. Sneha M. & K. Pushpanadham Joshi. *Value Based Leadership in Education Perspective and Approaches*, Anmol Publications Pvt. Limited, 2002.
2. Venkataiah.N. *Value Education*, APH Publishing, 1998
3. Pramod KumarM.*A Handbook on Value Education*, Ramakrishna Mission Institute of Culture (RMIC) 2007
4. Jagdosh Chand.*Value Education*. Shipra Publication 2007
5. Indrani Majhi (Shit)Ganesh Das, *Value Education*, Laxmi Publication Pvt. Ltd., 2017
6. Arumugam, N. S. Mohana, Lr.Palkani, *Value Based Education*, Saras Publication 2014

SEMESTER II			
Part IV Professional English for Commerce and Management - II			
Course Code: 21UCOPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits : 2

Objectives

- Create competent and skilled professionals who can control and manage business enterprise.
- To enable students understand the importance of communication in business and train them to exhibit thinking, writing and speaking skills.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	understand the role of internet in business	1,5,8	Un
CO – 2	examine the different modes of online communication	1,5,8	An
CO – 3	draft letters pertaining to business activities	1,5,8	Ap
CO – 4	demonstrate speaking skills	1,5,8	Ap
CO – 5	prepare PowerPoint presentations	1,5,8	Ap
CO -6	demonstrate presentation skills	1,5,8	Ap
CO -7	develop content with Pictures/Hints	1,5,8	Cr
CO -8	use language for speaking with confidence in an intelligible and acceptable manner	1,5,8	Ev

SEMESTER II			
Part IV Professional English for Commerce and Management - II			
Course Code: 21UCOPE2	Hrs/Week: 2	Hrs/Sem: 30	Credits : 2

Unit I – Electronic Communication

(6 hrs)

The internet: Understanding the internet in Business – Uses of the internet – Different modes of online communication – E-mail: Writing effective e-mails – The Language of e-mails – Golden Rules for effective e-mails – Forwarding e-mails – e-mail attachments – Specimen e-mails– Latest trends in e-communication

Unit II -Business Letters I

(6 hrs)

Layout – Need – Functions of a Business Letter – Specimen Letters

Unit III – Business Letters II

(6 hrs)

Drafting of Letters: Enquiries and Replies – Orders and their Execution– Complaints and Adjustments

Unit IV– Speeches

(6 hrs)

Introduction – Characteristics of a Good Speech – Profile of a Good Speaker – Planning to Speak – Model Speech

Unit V – Presentation Skills

(6 hrs)

Introduction – Specifying the objective – Planning – Preparation Practice and Rehearsal– Getting Ready – Making the Presentation

Text Book :

Rajendra Pal and Korlahalli. *Essentials of Business Communication* New Delhi, SultanChand & Sons 13th Revised Edition : 2019.

Books for Reference:

1. Pillai R.S.N & Bagavathi. *Modern Commercial Correspondence*, New Delhi, S.Chand & Co., Reprint Edition, 2007.
2. Reddy C.R. *Business Communication*, Dream Tech Press, Revised Edition, 2019.
3. Module by TANSCH (Tamil Nadu State Council for Higher Education)