



TATKARE CHARITABLE TRUST, KOLAD

DR. SHREE. NANASAHEB DHARMADHIKARI

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Syllabus for approval

Supporting document

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UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	FYBA : Communication Skills in English
2	Eligibility for Admission	10+2
3	Passing Marks	40
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters	1 Year (semester I and II)
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021 -2022

Date: 21/12/2020

Signature :

Name of BOS Chairperson / Dean :

Dr. Sudhir Nikam

Course: Communication Skills in English

(80:20 Marks Examination Pattern)

(Choice Based Credit System with effect from the academic year 2021-22)

1. Syllabus as per Credit Based Semester and Grading System:		
i)	Name of the Programme	: B.A.
ii)	Course Code	: UACS 101 & UACS 201
iii)	Course Titles	: Communication Skills in English
iv)	Semester-wise Course Content	: Enclosed the copy of syllabus
v)	References and Additional References:	Enclosed in the Syllabus
vi)	Credit Structure	: No. of Credits per Semester – 02
vii)	No. of lectures per Unit	: 15
viii)	No. of lectures per week	: 03 lectures + 01 tutorial
2.	Scheme of Examination	: Written Exam: 4 Questions of 20 Marks each Internal Assessment: 20 marks
3.	Special notes, if any	: No
4.	Eligibility, if any	: No
5.	Fee Structure	: As per University Structure
6.	Special Ordinances / Resolutions if any	: No

Revised Syllabus for FYBA Communication Skills in

English Paper I and Paper II

To be implemented from 2021-22 (80:20 Marks Examination Pattern)

Preamble:

The English language is the dominant medium through which one can connect to the global community. It is, therefore, vital that all learners acquire adequate skills in this language. Communication Skills in English is a core course wherein the first year learners are guided to acquire the four skills of communication viz., Listening, Speaking, Reading and Writing.

The focus of the syllabus is on building confidence in the learners in applying these skills while using the English language both academically and socially. Keeping this in mind, the units will have a multi-pronged approach. The course is graded from basic to higher levels of learning so as to help learners gradually acquire the skills. The 80:20 pattern will also help in accomplishing this goal. The tutorial activities are designed to focus on oral skill development, while the lectures are aimed at honing their cognitive, analytical, linguistic and creative skills.

It is hoped that by the end of the academic year, the learners will have developed confidence in using the English language both for oral and written communication as well as develop interest in enhancing these skills later on.

Objectives:

1. To enhance English language proficiency of students by familiarizing them with the skills of Listening, Speaking, Reading and Writing (LSRW)
2. To introduce learners to different perspectives of looking at a text or passage
3. To equip learners in the functional aspects of English so that they use the acquired language skills correctly and confidently
4. To guide learners in the effective use of the digital medium of communication.

Outcomes:

1. The learners will learn to understand and interpret any text they are reading from different perspectives
2. The interest of learners in listening to and watching good quality audio and visual media will be aroused.
3. Learners will acquire proficiency in the skills of listening, speaking, reading and writing that will help them meet the challenges of the world.
4. The learners will develop good oral and written skills of communication in the English language.

Periods: 45 lectures + 15 Tutorials (3 lectures + 1 tutorial per week per batch) per semester

All passages, stories, articles, poems selected should help the learners develop different communication skills. Learning through example and practice with a theoretical base is the intention.

Revised Syllabus for FYBA Communication Skills in

English Paper I and Paper II

To be implemented from 2021-22 (80:20 Marks Examination Pattern)

Preamble:

The English language is the dominant medium through which one can connect to the global community. It is, therefore, vital that all learners acquire adequate skills in this language. Communication Skills in English is a core course wherein the first year learners are guided to acquire the four skills of communication viz., Listening, Speaking, Reading and Writing.

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Semester I

Communication Skills in English Paper I

Course Content

Theory

Unit 1: Introduction to Communication Skills

No. of lectures: 08

1. English as an international language and varieties of English
2. Significance and ways of effective communication in English
3. Listening for academic and professional development
4. Formal and informal communication in spoken English
5. Reading for different purposes
6. Features of effective writing skills
7. Study skills in English

This unit shall work as theoretical base for the following units that are practical in nature.

Unit 2: Developing Comprehension Skills in English

No. of lectures: 12

A. Reading Skills

1. Scanning a text for information
2. Skimming a passage to look for main ideas, understanding text type
3. Guessing meaning of an expression (word/phrase/clause)
4. Building inference skills
5. Understanding language structure (such as subject verb agreement, voice, direct and reported speech)
6. Note making
7. Summarizing

Passages from fables, folk stories, short stories, non-fiction, history, business or environment, of around 250- 300 words, could be chosen in this unit.

B. Listening Skills

1. Listening for main ideas/Gist
2. Listening for detail
3. Listening for text organization features
4. Listening for tone, accent, style and register
5. Predicting content and guessing meaning
6. Making inferences from the audio-visual text
7. Listening for opinion/argument/counter-arguments etc.
8. Taking notes

A variety of relevant audio/visual texts as samples may be drawn from various sources. Listening skills in English should be developed through various activities along with the practice done while teaching in the class.

Unit 3: Speaking Skills in English

No of lectures: 15

A. Public Speaking in English

1. Introduction
2. Characteristics of an effective speech
3. Analysis of model speeches
4. Drafting and presenting a speech in formal and informal gatherings

B. Conversation in English

1. Opening a conversation
2. Introducing oneself in various contexts
3. Introducing others formally and informally
4. Building a conversation
5. Leaving and closing a conversation
6. Conversation in group in various situations

C. Speaking at an Event

1. Anchoring/compering an event
2. Introducing guests/ speakers/dignitaries
3. Proposing a vote of thanks

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A variety of relevant texts as samples may be drawn from print and non-print sources such as books, videos, audio files etc. Speaking skills in English should be developed through various activities along with the practice done while teaching in the class.

Unit 4: Formal Writing Skills

No. of lectures: 10

A. Letters:

1. Job applications with bio data (solicited and unsolicited)
2. RTI applications
3. Applications for duplicate documents (I-cards / mark sheet, etc.)

B. Emails:

1. Job acceptance and joining
2. Resignation
3. Complaints
4. Requests for references
5. Request for sponsorship

Tutorial Activities:

1. Use of YouTube videos for use of grammar study and practice that may be taken from the list recommended or similar relevant videos.
 2. Listening to audio clips/ books to enhance listening skills
 3. Reading aloud from newspapers, magazines, stories, non-fiction followed by classroom discussion on these to enhance reading and speaking skills
 4. Making short presentations on given topics
 5. Official letter writing/ email writing exercises
-

Semester II

Communication Skills in English Paper II

Course Content

Unit 1: English Usage in Communication

No. of lectures: 08

1. Distinction between American English and British English
2. Indianism and Indian English
3. Appropriacy in the Use of English
4. Non-verbal Communication
5. Elevator Pitch
6. Information and Communication Technology and Use of English
7. Modes and Types of Interview
8. Principles of Creative Writing

This unit shall work as theoretical base for the following units that are practical in nature.

Unit 2: Enhancing Reading Competencies

No. of lectures: 12

A variety of passages of 200-250 words may be taken such as extracts from novels, short stories, plays, magazine, newspapers, reports, documents, academic texts. The passages should have complex text type, function and lexis. The learners may be encouraged to gather meaning contextually or by referring to offline and online sources such as dictionary, thesaurus, and encyclopedia.

1. Augmenting active vocabulary
2. Understanding relations between parts of a text
3. Transferring information (Verbal to Non-Verbal)
4. Understanding concepts and arguments,
5. Developing skills in analysis and interpretation
6. Rewriting a passage from a defined perspective
7. Reading critically (presenting a reasoned argument that evaluates and analyses what you have read)

Weightage of questions on tests =

- a. On vocabulary, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the extract (30%)
- b. On writing their opinions, perspectives on the passages in longer, more descriptive ways (30%)

Unit 3: Advanced Oral Communication Skills

No. of lectures: 15

A. Presentation skills: (Formal presentations and skits)

1. Planning and structuring
2. Opening and closing a presentation
3. Use of body language
4. Use of technology in making a presentation
5. Drafting a skit (Not to be tested in theory exam)
6. Reading of a skit
7. Presenting a skit

Students are advised to prepare their own presentation scripts. Teachers should help them in drafting, reading and presenting those scripts in the class.

B. Group Discussion:

1. Formal and informal discussion
2. Elements of group discussion
3. Using appropriate language: Initiating, seeking and giving opinions, suggesting, responding to a suggestion, agreeing, disagreeing, interrupting, requesting, clarifying, summing up
4. Types of discussion:
Giving and sharing opinions of a given topic, making decisions, problem solving (case study)

1. Interviewing others
 - Researching the interviewee (writer, social worker, entrepreneur, actor etc.)
 - Preparing questions
 - Conducting interview
2. Attending an Interview (Job/Entrance)
 - Researching the organization
 - Reviewing job-profile and your bio-data/CV
 - Preparing for standard questions
 - Responding to questions
 - Preparing your questions to ask to the interviewer/s
3. Analyzing Interviews

Students can be tested on forming actual interview frameworks including questions. Teachers must form the groups and conduct actual interviews involving full strength of students.

Unit 4: Advanced Writing Skills

No. of lectures: 10

A. Report Writing:

1. News report
2. Activity/Event report

B. Creative Writing:

1. Personal Essay
2. Memoir
3. Short Speech on the given occasion/ event
4. Story writing

Tutorial Activities:

1. Dialogue-writing exercises
2. Writing skits and presenting them
3. Giving speeches
4. Group discussions
5. Mock Interviews

6. Development of stories, passages from hints given, in about 200-250 words
7. Report writing tasks
8. Statement of Purpose

Evaluation Pattern:

A. Internal Evaluation (20 Marks)

		Marks	Remarks
1	Performance in Tutorial activities	10	<p>Sem I -- Learners may be asked to make presentations, hold conversation in class, which will be assessed</p> <p>Sem II -- Learners may be asked to participate in group discussions or mock interviews in class, which will be assessed</p>
2	Participation in classes (lectures and tutorials)	05	Learners' response to teaching, timely submission of tasks will be assessed
3.	Overall attendance (lectures and tutorials)	05	Percentage of learners' attendance in class to be considered

B. Written Examination: (80 marks)

Semester I: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) from Unit 1	20
2	Unseen Passage (200-250 words) (Unit 2)	
	a. On content, the use of tenses, articles, prepositions, direct-indirect speech and concord, voice, word meanings - (50%)	10
	b. On reading sub-skills (pointing out main ideas and supporting details, making inferences) (50%)	10

6. Development of stories, passages from hints given, in about 200-250 words
7. Report writing tasks
8. Statement of Purpose

Evaluation Pattern:

A. Internal Evaluation (20 Marks)

		Marks	Remarks
1	Performance in Tutorial activities	10	<p>Sem I -- Learners may be asked to make presentations, hold conversation in class, which will be assessed</p> <p>Sem II -- Learners may be asked to participate in group discussions or mock interviews in class, which will be assessed</p>
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B. Written Examination: (80 marks)

Semester I: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
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3	<p><u>Any four</u> to be attempted from given options (based on Unit 3)</p> <p>a. Preparing a speech on a given topic b. Questions on introducing self and others c. Develop a conversation on a given situation d. Introducing speakers/guests in a given event e. Drafting vote of thanks at a given event</p>	20
4	<p>a. Job application with bio-data b. RTI letter c. Email writing (1 out of 2)</p>	08 07 05

Semester II: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) on theory from Unit 1	20
2	<p>Unseen Passage (200-250 words) (Unit 2)</p> <p>a. On content, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the passage (50%)</p> <p>b. On other sub-skills (such as writing their opinions, perspectives on the passages in longer, more descriptive ways (50%)</p>	10 10
3	<p>Any Two out of Three to be attempted (based on Unit 3)</p> <p>a. Preparing a draft of presentation on a given topic b. Preparing a draft for a mock interview based on the given instructions c. Preparing a draft of a group discussion on a given topic & instructions</p>	20

3	<p><u>Any four</u> to be attempted from given options (based on Unit 3)</p> <p>a. Preparing a speech on a given topic b. Questions on introducing self and others c. Develop a conversation on a given situation d. Introducing speakers/guests in a given event e. Drafting vote of thanks at a given event</p>	20
4	<p>a. Job application with bio-data b. RTI letter c. Email writing (1 out of 2)</p>	08 07 05

Semester II: 4 questions carrying 20 marks each

Q. No.	Question details	Marks
1	Short Notes (4 out of 6) on theory from Unit 1	20
2	<p>Unseen Passage (200-250 words) (Unit 2)</p> <p>a. On content, synonyms and antonyms, prefixes and suffixes, collocations, making sentences of their own from the idioms or difficult words in the passage (50%)</p> <p>b. On other sub-skills (such as writing their opinions, perspectives on the passages in longer, more descriptive ways (50%)</p>	10 10
3	<p>Any Two out of Three to be attempted (based on Unit 3)</p> <p>a. Preparing a draft of presentation on a given topic b. Preparing a draft for a mock interview based on the given instructions c. Preparing a draft of a group discussion on a given topic & instructions</p>	20

4.	a. Report writing (1 out of 2)	08
	b. Personal essay/Memoir	07
	c. Story Writing/Speech	05

Recommended Reading:

- Bellare, Nirmala. *Reading & Study Strategies*, Books, 1 and 2. Oxford University Press, 1997, 1998
- Bellare, Nirmala. *Easy Steps to Summary Writing and Note-Making*. Amazon Kindle Edition, 2020
- Comfort, Jeremy, et al. *Speaking Effectively: Developing Speaking Skills for Business English*. Cambridge University Press, 1994.
- Das, Bikram K., et. al. *An Introduction to Professional English and Soft Skills*. Cambridge University Press India Pvt. Ltd., 2010
- Das, Yadjnaseni & R. Saha (eds.) *English for Careers*. Pearson Education India, 2012.
- Devlin, Joseph. *How to Speak And Write Correctly*. New York, The Christian Herald, 1910
- Dimond-Bayir, Stephanie. *Unlock Level 2 Listening and Speaking Skills Student's Book and Online Workbook: Listening and Speaking Skills Student's Book & Online Workbook*. Cambridge University Press, 2014.
- Doff, Adrian and Christopher Jones. *Language in Use (Intermediate and Upper Intermediate)*. CUP, 2004.
- Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. CUP, 2004
- Goodale, Malcolm. *Professional Presentations Video Pack: A Video Based Course*. Cambridge University Press, 1998.
- Grellet, F. *Developing Reading Skills*. Cambridge: Cambridge University Press, 1981

4.	a. Report writing (1 out of 2)	08
	b. Personal essay/Memoir	07
	c. Story Writing/Speech	05

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- Grellet, F. *Developing Reading Skills*. Cambridge: Cambridge University Press, 1981


Ability Enhancement Courses (AEC)

6. Environmental Studies I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Environment and Ecosystem	13
2	Natural Resources and Sustainable Development	13
3	Populations and Emerging Issues of Development	13
4	Urbanisation and Environment	13
5	Reading of Thematic Maps and Map Filling	08
	Total	60




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- Grussendorf, Marion. *English for Presentations*. Oxford University Press, 2007.
- Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. CUP, 2006
- Kumar, Sanjay and Pushp Lata. *Communication Skills*. Second Edition. New Delhi, 2011. Oxford University Press, 2015
- Lewis, N. *How to Read Better & Faster*. New Delhi, Goyal Publishers & Distributors Pvt. Ltd, 2006.
- McCarthy, Michael and Felicity O'Dell. *English Vocabulary in Use*. Cambridge: Cambridge University Press, 2001.
- Mohan, RC Sharma Krishna. *Business Correspondence and Report Writing*. Third edition. Tata McGraw-Hill Education, 2002.
- Murphy, Raymond, et al. *Grammar in use: Intermediate*. Cambridge University Press, 2000
- Richards, Jack C., and Chuck Sandy. *Passages Level 2 Student's Book*. Cambridge University Press, 2014.
- Sadanand, Kamlesh & S. Punitha. *Spoken English: A Foundation Course*. (Part 1 & 2). Orient Blackswan. 2009.
- Sasikumar, V., et al. *A Course in Listening & Speaking I*. 2005. Cambridge University Press India Pvt. Ltd. (under the Foundation Books Imprint), 2010
- Savage, Alice, et al *Effective Academic Writing*. Oxford: OUP, 2005
- Sethi, J. *Standard English and Indian usage: Vocabulary and grammar*. PHI Learning Pvt. Ltd., 2011.
- Taylor, Grant. *English Conversation Practice*. 1967. Tata McGraw-Hill, 2013
- Turton, Nigel D. *A B C of Common Grammatical Errors*. 1995. Macmillan India Ltd., 1996
- Vas, Gratian. *English Grammar for Everyone*. Mumbai, Shree Book Centre, 2015
- Watson, T. *Reading Comprehension Skills and Strategies: Level 6*. Saddleback Educational Publishing, 2002
- Wright. Andrew, et al. *Games for Language Learning: Cambridge Handbooks for Language Teachers* (Third Edition). 2006. Cambridge (UK), Cambridge University Press, 2010

Sr. No.	Modules / Units
1	Environment and Ecosystem
	Environment: Meaning, definition, scope and its components, concept of an ecosystem, definition, Characteristics, components and types, functioning and structure, Food Chain and Food Web- Ecological Pyramids - Man and environment relationship, Importance and scope of Environmental Studies
2	Natural Resources and Sustainable Development
	Meaning and definitions, Classification and types of resources, factors influencing resource, Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
3	Populations and Emerging Issues of Development
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India, Human population and environment, Environment and Human Health - Human Development Index - The World Happiness Index
4	Urbanisation and Environment
	Concept of Urbanisation- Problems of migration and urban environment- changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover, impact on biodiversity, Urban heat islands - Emerging Smart Cities and safe cities in India - Sustainable Cities
5	Reading of Thematic Maps and Map Filling
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms -Only reading and interpretation. Map Filling (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint


Skill Enhancement Courses (SEC)

5. Foundation Course - I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45




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Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics

Topics for Project Guidance: Growing Social Problems in India:

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance



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SEMESTER II

Skill Enhancement Courses (SEC)

5. Foundation Course - II

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

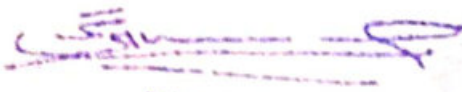


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Principal
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Arts, Com & Science Department
Koliada, Tal. Rajapur District, Dist. Ratnagiri

Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society




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SEMESTER I
Ability Enhancement Courses (AEC)

4. Business Communication I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	10
2	Obstacles to Communication in Business World	10
3	Business Correspondence	12
4	Language and Writing Skills	13
Total		45

Note:

One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)




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SEMESTER II
Ability Enhancement Courses (AEC)

4. Business Communication II


Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	10
2	Group Communication	15
3	Business Correspondence	10
4	Language and Writing Skills	10
Total		45

Note:

*One tutorial per batch per week in addition to number of lectures stated above
(Batch size as per the University norms)*




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Sr. No.	Modules / Units
1	Presentation Skills Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation
2	Group Communication Interviews: Group Discussion Preparing for an Interview, Types of Interviews - Selection, Appraisal, Grievance, Exit Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele-Conferencing Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR
3	Business Correspondence Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given) Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever necessary in order to create awareness. However students should not be tested on the theory.]
4	Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner

Tutorial Activities:

Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature
 [Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature
 Like - Sun Tzu :The Art of War, Elyahu M. Goldratt : The Goal , Elyahu M. Goldratt: It's Not Luck ,
 Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish,
 ChetanBhagat One Night At A Call Center, ChetanBhagat My Three Mistakes , ArindamChoudhary:
 Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George
 Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire]

[N.B.: The above list is only indicative and not prescriptive.]



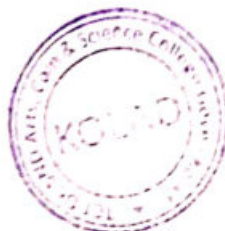
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