



C.U.SHAH UNIVERSITY
VBt's Institute of Commerce,
Wadhwan city
W.e.f.- June 2018

FACULTY OF COMMERCE

DEPARTMENT OF: - Bachelor of Commerce (B.Com)

SEMESTER: - V

CODE: - 4CO05ENG1

NAME: – English I

Teaching & Evaluation Scheme:

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Uni versity	
								Marks	Hr/s	Marks	Hr/s	Pr / Viva	TW	Pr	
1	4CO05ENG1	English I	3	--	--	3	3	30	1 ¹ / ₂	70	3	--	--	--	100

Objective :-

- To define before the students professional behavior and suggest standards for appearance, actions, and attitude in a business environment.
- To explain them different communication styles and how to adjust to each.
- Prepare Participants to handle a variety of social and business situation: networking Events, business meetings and more.
- Review the essentials of online and offline business networking.
- Develop an action plan to improve personal professionalism.

Perquisites :-

- I. Students should have basic knowledge of English Language and grammar.
- II. Students should have ability to speak and write correct sentences in their day to day language.
- III. Student should be familiar with correct usage of language.

Course Outline :-

Units	Contents	No. of Hours
	Section A : Reading and Writing Skills	
1	Resume Building <ul style="list-style-type: none">• Introduction• Difference between curriculum vitae and resume• Characteristics• Types• Formats• Sample of resumes• Practical Resume and Curriculum Vitae	06
2	Official (Job) Letters <ul style="list-style-type: none">• Cover letter/Job application• Job acceptance letter• Job refusal letter• Resignation letter• Practical Letters Writing	06
3	Interview <ul style="list-style-type: none">• Introduction• Importance• Procedure• Types• Qualities observed by the employer• Frequently asked questions• Failure factors• Practice of interview and revision of importance aspects of interview• Drill Interview	06
4	Group Discussion <ul style="list-style-type: none">• Introduction• Importance• Characteristics of successful group discussion• Types of Group Discussion• Class room Group Discussion	04
5	Public Speaking and Teaching Presentation <ul style="list-style-type: none">• Introduction• Difference between presentation and public speaking• Qualities of good speaker• Non verbal communication• Using technological aids for presentation• Preparing slides and presentation	06

6	Meeting <ul style="list-style-type: none"> • Introduction • Participation in meeting • Key features/ characteristics of meeting • Etiquettes 	04
	Section : B Literature Arthur Miller: The Death of a Salesman	13
	Total Hours	45

Learning Outcomes:-

Theoretical Outcome: - Students can learn Theoretical aspect of English.

Teaching and Learning methodology: - The following pedagogical tools will be Used to teach this course:

- (A) Lectures
- (B) Assignments / Class participation / Quiz etc.

Suggested Readings and Reference Books:

1. Resumes and Interviews M Ashraf Rizvi Tata Mc Grawhill
2. Teaching Communication D.K.Chakradev Tech-max publication
3. Teaching Communication: Principles and Practice Meenaxi Raman & Sangeeta Sharma Oxford University Press.
4. Effective Technical Communication M Ashraf Rizvi Tata Mc Grawhill
5. Death Of A salesman, Arthur Miller, penguin Books Ltd, New Delhi